

National Insights Dashboard

An intuitive tool to gain competitive insights

Your Challenge

MONITORING THE EVER-CHANGING LANDSCAPE

To secure and maintain your competitive advantage, your commercial teams must have ready access to national sales and market share data for each of your markets. The time you spend sifting through the data for relevant insights should be minimized in order to maximize your capacity to respond strategically.

The Solution

AN INTUITIVE TOOL, AVAILABLE THROUGHOUT THE ORGANIZATION

IQVIA's National Insights module within the PharmaReport puts insights from national market data at the disposal of your organization for rapid decision making. The dashboard accepts custom market definitions and performs different types of analyses to generate a narrative that drives action.

The module provides:

- A **global overview of your sales data** across regions, products, and periods
- An automated **market share and growth calculation**
- A full view on the **profile of competitors** and market joiners
- **Competitive insights** at the fingertips of each organization member



ANSWERS TO KEY BUSINESS QUESTIONS

- What is my position compared to my competitors, market by market?
- In what markets are my competitors active, and how are they evolving?
- What is the company profile of a new competitor entering my market?
- What is the main source of business for my key competitors in other markets?

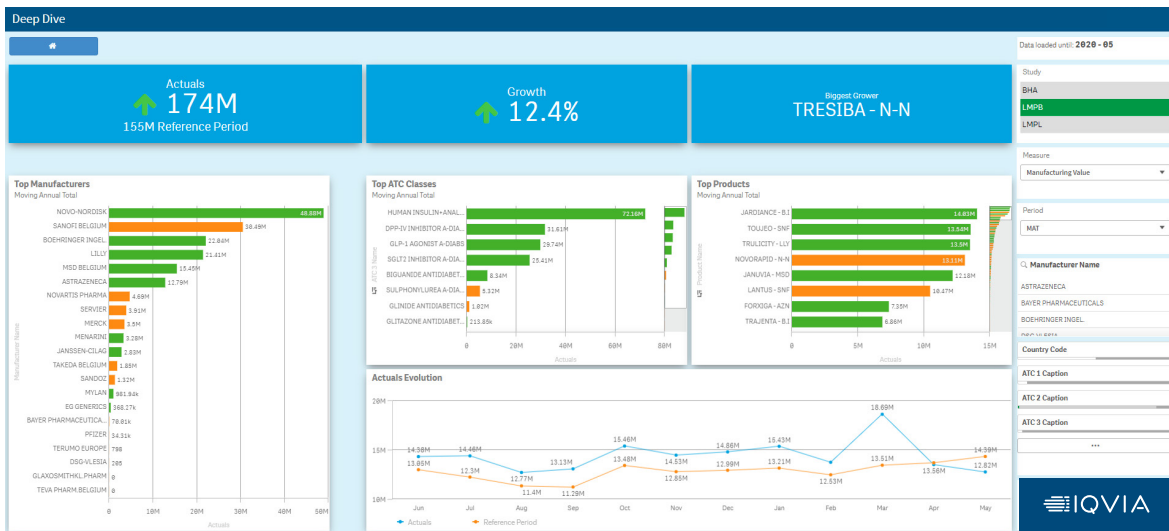
INSIGHTS FROM NATIONAL MARKET DATA

Having all your national market data combined into one tool and accessible to the organization saves time in processing and reporting that can better be applied to investigating findings and drawing conclusions

The National Insights module supports:

- Improved commercial efficiency

- A common understanding of your market position, market trends, and competition
- A strengthened product position
- A creative, collaborative mindset within your organization
- Wise investment decisions define your best next actions



About PharmaReport

The National Insights application is part of the PharmaReport suite described in a separate fact sheet.

IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject

matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.