

# Real-World Longitudinal Prescription (LRx) Data

*The market dynamics and patient behavior that underlie performance*

## YOUR CHALLENGE

**SALES DATA TELL YOU HOW YOUR PRODUCT IS DOING AT ANY POINT IN TIME, BUT THEY CAN'T EXPLAIN WHAT'S GOING ON BENEATH THE SURFACE.**

To keep your brand on track, you need to understand the underlying dynamics of product initiation and switching, and patient compliance. Only then can you react appropriately to subtle changes in your brand's evolution.

## THE SOLUTION

**LONGITUDINAL METRICS ON PRESCRIBERS, PATIENTS, AND DISPENSED PRODUCTS.**

IQVIA collects details on dispensed prescriptions from a panel of retail pharmacies representing 30 percent of all chain and privately-owned stores in Belgium. The database, which is refreshed monthly and includes over ten years of historical data, captures specifics on the product dispensed, the anonymized prescribing physician, and the anonymized patient.

## METRICS TRACKED OVER TIME

### Product

- Pack
- Size
- Strength
- Generic/copy
- Molecule

### Prescriber

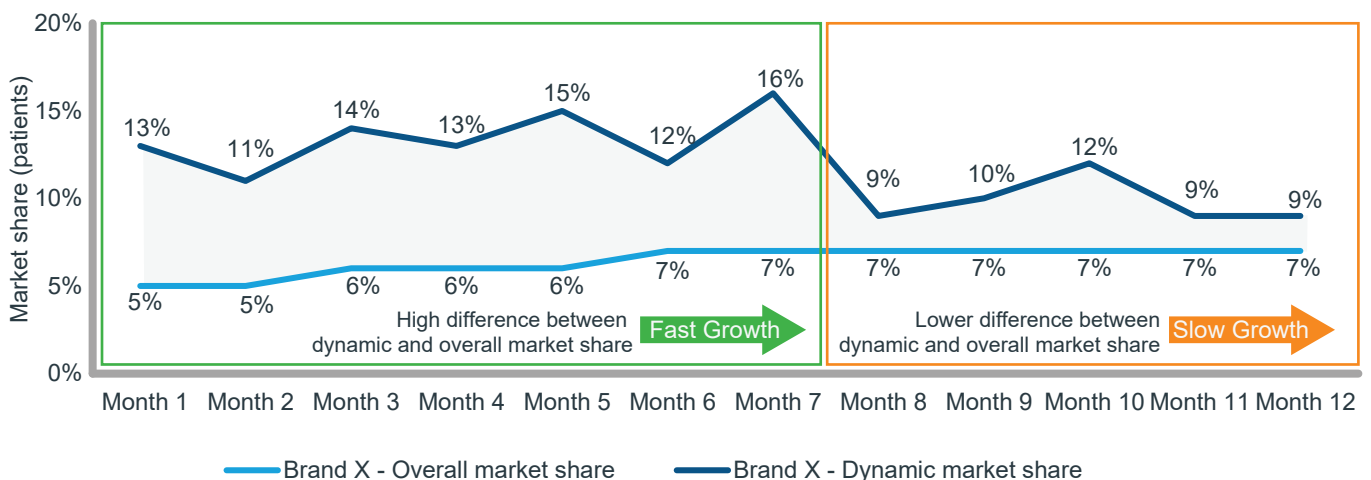
- GPs and 25 specialties
- Physician location
- Individual anonymous doctor code

### Patient

- Unique, anonymous ID
- Gender
- Year of birth (a posteriori analyses)

**The higher the difference between the dynamic market share and the overall market share, the faster the growth**

**Brand X – Market share evolution Belgium (IQVIA longitudinal prescription data)**



## THIS REAL-WORLD LONGITUDINAL PRESCRIPTION (LRX) DETAILS, TRACKED OVER TIME, PROVIDE INSIGHT INTO:

- **Share of patients on treatment**
- **Source of business:** Information about the share of New, Switch, Repeat and Lost patients for each brand in the market
- **Switch dynamics:** An overview per brand from what products the brand is winning patients from and to what products the brand is losing patients to
- **Dynamic market share:** Measuring if a brand captures more dynamic patients in terms of share than its market share. If so, its market share will increase and tend to its dynamic market share. In other words, the brand captures more dynamic patients than needed to replace those who stop
- **Patient compliance:** How well does a patient comply with posology recommendations
- **Patient persistence:** How long does a patient stay on treatment with your brand
- **Prescriber importance:** Which specialties are responsible for the greatest uptake of a brand



## THE RESULTS

With a view of what is happening behind the scenes that impacts prescription volumes, you can react quickly to:

- Detect future brand performance faster than with sales data
- Direct your focus on the right specialty
- Prevent brand cannibalization or promote the halo effect
- Develop and target programs to support patient compliance

## ANSWERS TO KEY QUESTIONS

- How is the **share of patients** on a brand evolving?
- Is my brand **capturing patients** at a sufficient rate to sustain its performance?
- What **treatment** were newly gained patients **using previously**? What treatment are lost patients **moving to next**?
- What is the **share of newly initiated versus repeat patients** each month, per brand?
- Which **patient dynamic** is impacting the growth of my brand negatively?
- How are initiations by specialty on my brand compared to the **competitor's**?
- At what point do **patients start dropping off** therapy?
- Are there **different prescribing habits** in the North and South?

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## CONTACT US

To talk with us about your the market dynamics and patient behavior that underlie performance for your products, please reach us: [deborah.alberts@iqvia.com](mailto:deborah.alberts@iqvia.com)

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