

# Rx Premium

*Specialty-market focused*

Rx Premium for a comprehensive view of the complete Canadian prescription market beyond the traditional retail space

As the specialty drug market continues to grow, it has become an absolute requirement for pharmacy to monitor and better understand how to identify new emerging trends for specialty share of total prescription markets.

**Rx Premium** is an IQVIA Business Intelligence application that provides key business insights into the total Canadian retail prescription market, including specialty drugs, to help you quantify potential and measure the overall health of your business.



## CANADIAN MARKET INSIGHTS WITH FOCUS ON SPECIALTY

From a pharmacy channel perspective:

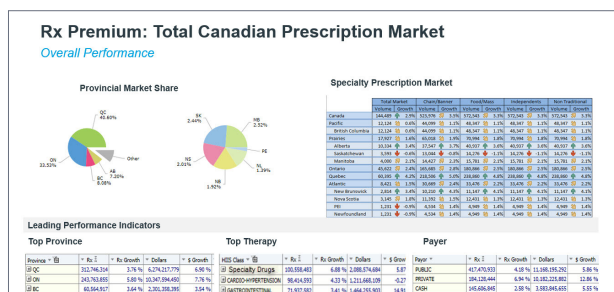
- Specialty drug business splitting out Traditional Retail Pharmacy vs. Non-traditional Pharmacy

From a drug pharmaceutical perspective:

- Ability to monitor the entire prescription market and the uptake of specialty drugs vs. the traditional prescription drug market

Accessible via a market intelligence dashboard, Rx Premium allows you to execute organizational strategies more effectively by making informed decisions based on timely and actionable market indicators.

- Gain visibility to each channel: traditional retail vs. specialty (using an IQVIA-defined Standard Specialty Drug Group Classification)
- Evaluate opportunities for the traditional drug classes vs. specialty drugs as a group
- Quantify the potential of the specialty drug class by channel: Traditional Retail vs. Non-traditional
- Monitor payer trends, i.e. who is paying for the prescriptions



**TO LEARN MORE ABOUT IQVIA RX PREMIUM, PLEASE CONTACT YOUR IQVIA REPRESENTATIVE OR EMAIL CANADAINFO@IQVIA.COM**

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