

Weekly Rx Insights

With re-opening already underway, do you know how your product is performing?

Is demand for your products ramping up? Or are your competitors ahead of the curve?

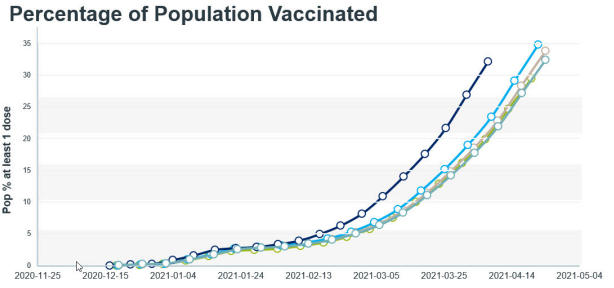
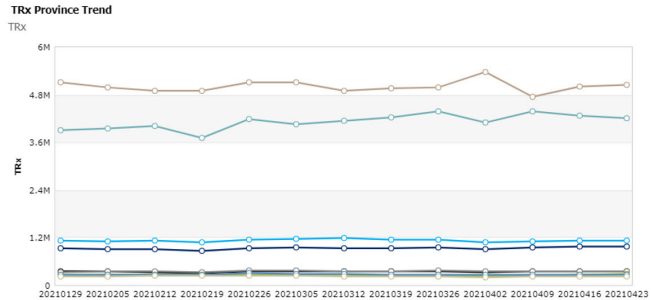
IQVIA has created tracking reports designed to help life sciences closely monitor weekly Rx trends as vaccination rates increase and COVID-19 cases decrease.



TRACKING THE IMPACT OF THE COVID-19 PANDEMIC ON THE CANADIAN PRESCRIPTION MARKET

TRx Province Summary
 Data up to Week Ending |
 RX_CA_W_IMS_4444

Province	TRx	Chg	Chg %	Avg Size	TRx	Chg	Chg %	Avg Size	TRx	Chg	Chg %	Avg Size	TRx	Chg	Chg %	Avg Size	TRx	Chg	Chg %	Avg Size	TRx	Chg	Chg %	Avg Size	TRx	Chg	Chg %	Avg Size
BRITISH COLUMBIA	1,118,341	1 k	0.1 %	58.0	1,111,079	-7 k	-0.6 %	57.3	1,123,018	12 k	1.1 %	57.1	1,075,255	-48 k	-4.3 %	57.1	1,150,736	75 k	7.0 %	58.2	1,160,656	10 k	0.9 %	59.2	1,179,332	19 k	1.6 %	58
ALBERTA	930,523	-16 k	-1.7 %	64.3	917,094	-13 k	-1.4 %	62.2	896,313	-21 k	-2.3 %	61.4	858,001	-38 k	-4.3 %	61.2	936,185	78 k	9.1 %	62.4	940,750	5 k	0.5 %	62.2	929,298	-11 k	-1.2 %	63
SASKATCHEWAN	335,216	2 k	0.5 %	50.7	342,505	7 k	2.2 %	50.6	329,136	-13 k	-3.9 %	49.9	309,459	-20 k	-6.0 %	50.5	347,566	38 k	12.3 %	50.5	355,845	8 k	2.4 %	50.1	338,137	-18 k	-5.0 %	50
MANITOBA	327,832	-3 k	-0.8 %	56.2	337,886	10 k	3.1 %	53.6	350,059	12 k	3.6 %	53.8	329,143	-21 k	-6.0 %	56.1	363,830	35 k	10.5 %	56.3	366,839	3 k	0.8 %	57.1	350,166	-17 k	-4.5 %	56
ONTARIO	3,910,890	-181 k	-4.4 %	51.8	3,939,252	28 k	0.7 %	50.1	4,005,379	66 k	1.7 %	48.8	3,718,464	-287 k	-7.2 %	48.5	4,179,936	461 k	12.4 %	50.0	4,061,176	-119 k	-2.8 %	50.7	4,133,721	73 k	1.8 %	51
QUEBEC	6,130,382	338 k	5.5 %	30.3	4,001,034	-130 k	-3.2 %	38.0	4,803,100	80 k	1.7 %	38.6	4,005,488	-13 k	-0.3 %	38.7	6,110,703	314 k	5.1 %	30.3	6,118,704	8 k	0.1 %	30.3	4,007,460	-211 k	-5.2 %	39



Detect developing trends sooner

The COVID-19 pandemic introduced unseen levels of volatility into the Canadian marketplace. IQVIA is committed to deploying resources and capabilities to help the pharmaceutical community continue to focus on their evolving business objectives.

Weekly Rx Insights includes:

- Pre and post-vaccine comparison of the Canadian prescription market (your brands and therapeutic class) by province.
- Weekly Canadian vaccination data from Health Canada including percentage of population vaccinated by province and weekly cumulative totals.



React faster to changing market dynamics with weekly tracking

IQVIA has created predefined weekly Analysis Manager reports based on our trusted Weekly Rx Insights product. These were designed to help the pharmaceutical community track the impact of COVID-19 on the overall Canadian pharmaceutical market, as well as specific markets or brands of interest.

WEEKLY Rx ASSET

Objective: Measures projected weekly dispensed prescriptions from retail outlets across Canada

Panel: Weekly Rx store panel for all provinces with strong capture

Geography: National, Provincial

Metrics: TRx, NRx, TRx Extended Units, NRx Extended Units

History: Weekly refresh

DAP: ~10 (with ~14 one week each month), dataweek reporting is Saturday – Friday

Delivery: Analysis Manager predefined reports

**TO LEARN MORE ABOUT WEEKLY Rx INSIGHTS, PLEASE CONTACT YOUR
IQVIA REPRESENTATIVE OR EMAIL CANADAINFO@IQVIA.COM**

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