

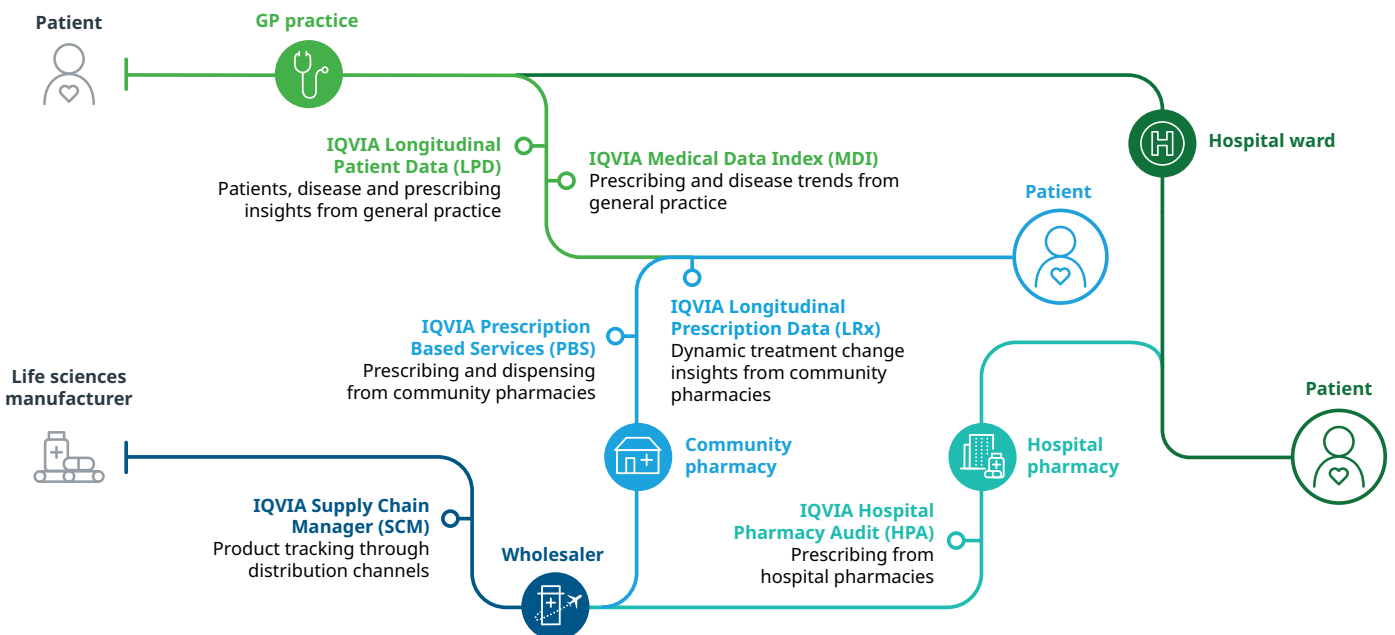
# UK Market Intelligence Solutions

## *IQVIA Core Data Sets*

Powered by IQVIA's Information Offerings, UK Market Intelligence Solutions provide life sciences companies key summary data and actionable insights on their own and competitor products and markets in primary care, secondary care and supply chains across the UK. Delivered through intuitive modern tools and transformative technology, these solutions enable them to make informed decisions to ensure patients have access to their medicines.

### Market Intelligence Solutions data map:

Delivering insight on product flow, from manufacturer through to patient



### SIX KEY DATA SETS

- Prescription Based Services (PBS)
- Longitudinal Prescription Data (LRx)
- Hospital Pharmacy Data (HPA)
- Supply Chain Manager (SCM)
- Longitudinal Patient Data (LPD)
- Medical Data Index (MDI)

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# Market Intelligence Solutions

## IQVIA PRESCRIPTION BASED SERVICES (PBS)

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**IQVIA Prescription Based Services (PBS)** gives manufacturers detailed insights into how and where their products are prescribed. Product usage in the community is based on so many factors (pharmacy type, size, and proximity to prescribers, to name just a few) that it can be hard to drive successful commercialisation. Prescription Based Services provides the insight to know where to focus efforts, and the context to support the right approach.

This intelligence supports **market sizing, sales force direction and performance measurement, business planning, competition monitoring, and model assumption validation.**

**Coverage:** ~82% UK panel data

**Data:** ~96% of active UK GPs

## IQVIA HOSPITAL PHARMACY AUDIT (HPA)

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**IQVIA Hospital Pharmacy Audit (HPA)** gives manufacturers detailed insights into how and where their products are prescribed from hospital settings. Increasingly, specialist prescribers in hospitals are the starting point for new treatments, and getting the right product to the right hospital means patients can get those revolutionary treatments quicker. Hospital Pharmacy Audit provides the insight to know where to focus efforts, and the context to support the right approach.

This intelligence supports **market sizing, sales force direction and performance measurement, strategic business planning, competition monitoring, and model assumption validation.**

**Coverage:** >95% UK panel coverage

**Data:** ~ 270 suppliers and 120+ specialty types

## IQVIA LONGITUDINAL PATIENT DATA (LPD)

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**IQVIA Longitudinal Patient Data (LPD)** provides life sciences companies with bespoke insights on how patients and diseases are treated in the real world. It is a dataset of non-identified electronic medical records (EMR) for over 3 million current and former patients. It generates national level insights into UK primary care prescribing patterns and disease management over time. Analysis of treatment dynamics and sources of business using Longitudinal Patient Data enables life science companies to understand how GPs are prescribing drugs and potentially uncover new market opportunities.

This intelligence supports **patient profiling, market sizing, treatment dynamics, persistence and performance.**

**Data:** 350 general practices, >7m patients

## IQVIA LONGITUDINAL PRESCRIPTION DATA (LRX)

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**IQVIA Longitudinal Prescription Data (LRx)** is a longitudinal dispensation dataset based on retail pharmacy data. It enables the longitudinal tracking of patient prescription activity. Data captured on co-prescribing and new, switch and repeat prescriptions allows monitoring of brand performance and analysis of market dynamics. Assumption modelling enables a deeper understanding of co-medication prescribing behaviour.

This intelligence supports **drug penetration measurement, market strategy planning, end user assumption validation and model assumption validation.**

**Coverage:** ~65% UK panel coverage

**Data:** Non-identified patient and non-identified physician ID

## IQVIA SUPPLY CHAIN MANAGER (SCM)

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**IQVIA Supply Chain Manager (SCM)** solutions allows you to understand the flow of pharmaceutical products from manufacturer through wholesaler to outlet location. Covering both primary and secondary care it gives a complete picture of the total UK pharmaceutical market. With daily, weekly and monthly feeds from UK suppliers you are able to respond to market dynamics in real time.

This intelligence supports **routes of supply monitoring and stock management to ensure patients always have access to your products.**

**Data:** >27,000 outlets, 10,000 products

## IQVIA MEDICAL DATA INDEX (MDI)

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**IQVIA Medical Data Index (MDI)** provides life sciences companies with an overall market view on UK primary care diagnoses and treatments patterns. Medical Data Index is a quarterly summary of general practice prescribing data linked to a diagnosis, which delivers insights on what products are prescribed to treat diseases and enables monitoring of UK primary care prescribing trends

This intelligence supports **patient and disease profiling, monitoring trends in prescribing, indication splits and opportunity assessment.**

**Data:** 150 general practices, >310 million prescription (projected)

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## CONTACT US

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