IQVIA

IQVIA Longitudinal Prescription Data (LRx)

Prescription Data Services

Discover when patients and prescribers are seeing the best value for your products and support fast adoption

IQVIA Longitudinal Prescription Data (LRx) is a longitudinal patient prescription dataset based on retail pharmacy data. It enables the longitudinal tracking of patient prescription activity. Data is captured on co-prescribing as well as new, switch and repeat prescriptions that allows the monitoring of brand performance and analysis of market dynamics.

Assumption modelling enables a deeper understanding of co-medication prescribing behaviour. As new products come to market, this is key to predicting changes in prescribing and the use of these new medicines showing where prescribers and patients see value.

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

WHY USE LONGITUDINAL PRESCRIPTION DATA?

- **Measure and track** product trends, growth, stalls and declines based on geographic location

- **Gain** a competitive advantage by understanding where you are gaining or losing share in your chosen market

- **Insights** into co-prescribing, measuring patients treated with multiple therapies

KEY FACTS

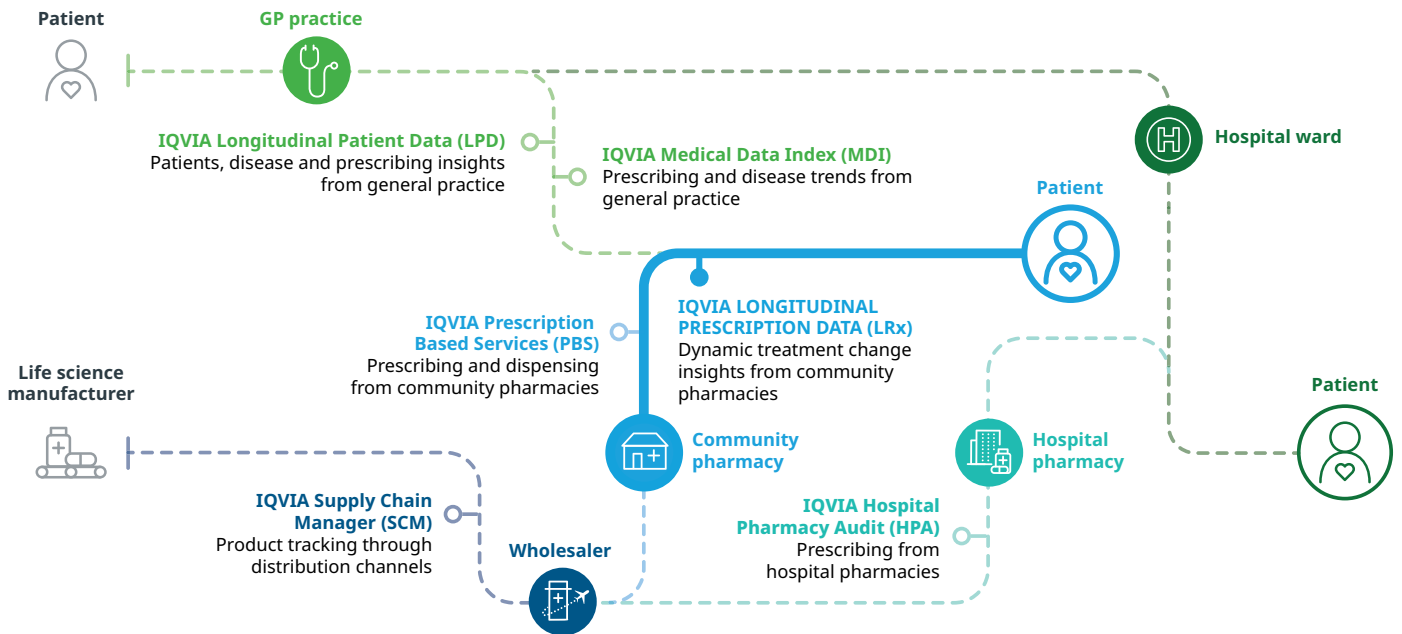Longitudinal Prescription Data has **~65% UK panel coverage**

It uses anonymised patient ID and is linked to an anonymised physician

WHAT IS LONGITUDINAL PRESCRIPTION DATA?

- Longitudinal Prescription Data tracks and measures new, switch and repeat prescriptions, to give the prescription dynamics in a given therapy market

- It allows you to understand the impact of campaigns and assess certain types of patient behaviour

- It provides patient counts for markets and products, and allows you to infer indication splits for certain products

- The Longitudinal Prescription Data panel is validated bi-annually to ensure that it only reports data for pharmacies who provide a consistent, stable supply of data

IQVIA Longitudinal Prescription Data (LRx) monitors prescription dynamics and enables a clear view of prescribing practices in primary care.

IQVIA Longitudinal Prescription Data measures the flow of products from community pharmacy to patients

Patient

GP practice

IQVIA Longitudinal Patient Data (LPD)
Patients, disease and prescribing insights
from general practice

IQVIA Medical Data Index (MDI)
Prescribing and disease trends from
general practice

Hospital ward

Patient

IQVIA Prescription
Based Services (PBS)
Prescribing and dispensing
from community pharmacies

IQVIA LONGITUDINAL
PRESCRIPTION DATA (LRx)
Dynamic treatment change
insights from community
pharmacies

**Life science
manufacturer**

Patient

**Community
pharmacy**

**Hospital
pharmacy**

IQVIA Supply Chain
Manager (SCM)
Product tracking through
distribution channels

Wholesaler

IQVIA Hospital
Pharmacy Audit (HPA)
Prescribing from
hospital pharmacies

Market Intelligence Solutions data map: Delivering insight on product flow, from manufacturer through to patient.

WHO USES LONGITUDINAL PRESCRIPTION DATA?

- **Business intelligence teams** – to analyse the competitive market and market dynamics between new, switch and repeat prescriptions

- **Commercial teams** – To measure salesforce effectiveness, conduct sales forecasting and to profile for sales and trade

RELATED OFFERINGS

- **IQVIA Regional Prescription Analysis (RxA)** provide a complete, holistic view of primary retail market demand at sub-national level

- **IQVIA British Pharmaceutical Index (BPI)** – National level report containing prescribed and dispensed data for a bespoke product market, at product or pack level

- **IQVIA Longitudinal Patient Data (LPD)** derived from primary care electronic health records, this can be used to investigate epidemiological, treatment and pathway questions

IQVIA LONGITUDINAL PRESCRIPTION DATA

Reports can be produced in online report or XML format for the following offerings:

- The dashboards contain features such as dynamic data tables, longitudinal charts to track market trends of new, switch and repeat Rx over time, and charts to show where source of business is gained and lost

- IQVIA Longitudinal Prescription Data is provided conveniently in excel dashboards

- The data in the dashboards is specific to the market defined by the client

CONTACT US

To learn more about IQVIA Longitudinal Prescription Data (LRx)

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