IQVIA

IQVIA Medical Data Index (MDI)

Real World Data Insights from UK primary care Electronic Medical Records
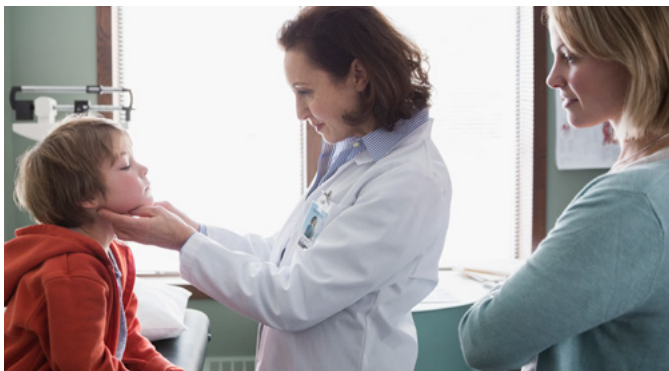
Delivering key insights on treatment trends for diseases managed within UK general practices

IQVIA Medical Data Index (MDI) provides life sciences companies with an overall market view on UK primary care diagnoses and treatments patterns. It 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**

WHY USE IQVIA MEDICAL DATA INDEX?

- **Monitor** own products and competitor's performance

- **Understand** national level trends in prescribing

- **Gain** insights on real world medicines used to treat which diseases

- **Analyse** market dynamics such as new, switch, repeat, to track commercial performance

- **Identify** commercial opportunities such as new pack sizes

WHO USES IQVIA MEDICAL DATA INDEX?

- **Business development teams** – to analyse the competitive market and to identify market opportunities

- **Commercial strategy teams** – to analyse usage, potential average daily doses and indication splits

KEY FACTS

Panel of **150 general practices** representative of the UK

Over **310 million** **nationally projected prescriptions** each quarter

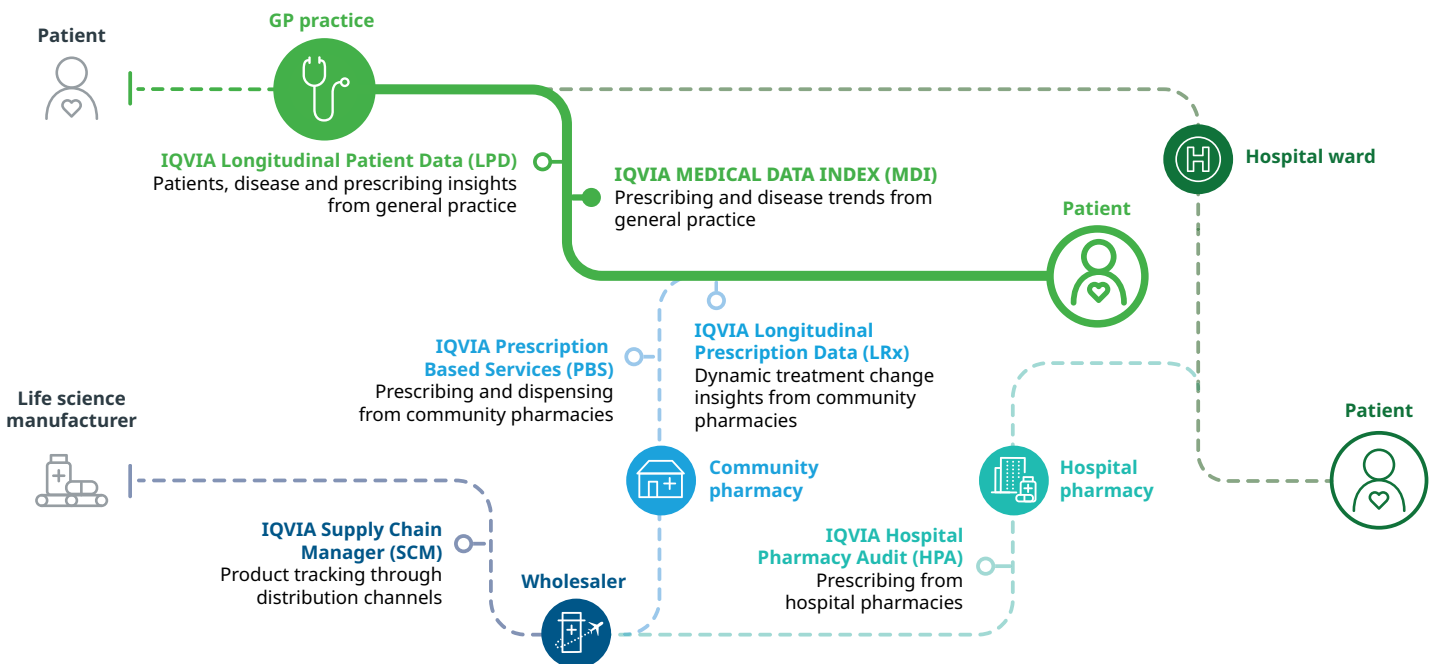**3 years** **of history data** updated quarterly

Full access to aggregated data for all drug and diagnosis classes or class specific access

WHAT IS IQVIA MEDICAL DATA INDEX (MDI)?

- Medical Data Index covers the UK primary care market, providing an overall view, ideally placed for looking at trends and benchmarking

- It includes standard metrics and reporting of prescriptions volumes by diagnosis and patient age/gender, which offers diagnosis and patient profiles

- It enables analysis of treatment dynamics, with information on drug form, strength, doses and quantities together with indicators new, switch, repeat

IQVIA Medical Data Index (MDI) can provide key insights into the treatment of disease within general practices in the UK.

IQVIA Medical Data Index monitors disease and treatment trends from general practice

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

DATA CAPTURE AND METHODOLOGY

IQVIA Medical Data Index uses:

- **A representative panel** of approximately 700 GPs from 150 UK general practices projected to regional and national figures
- **The diagnosis made by the doctor** and relates it to the specific therapy prescribed and the type of patient being treated
- **A standardised classification** of diagnoses and products bridged to the WHO ICD 10 diagnosis and EPhMRA ATC therapy classifications

RELATED OFFERINGS

- **IQVIA Medical Research Data (IMRD)** – is a large longitudinal primary care database used for retrospective medical and scientific research
- **Longitudinal Patient data (LPD)** – is a longitudinal dataset of anonymised electronic health records used to generate national level insights into UK primary care prescribing patterns and disease management
- **MIDAS®** – country level audits of medical data (MDI) used for measuring global pharma performance

TYPES OF REPORTS

Reports are made available via IQVIA Analysis Manager (IAM) and MIDAS.

IQVIA Analysis Manager cube availability:

- **Standard overview** – Provides summary data as in the standard overview and also allows the analysis of form and dosage and includes the drug indicator
- **Extended overview** – Provides summary data as in the standard overview and also allows the analysis of form and dosage and includes the drug indicator
- **In-depth overview** – Provides summary data as in the extended report, with the addition of co-prescribing (products prescribed on the same date)

IQVIA Medical Data Index incorporating data derived from THIN, a Cegedim database, includes non-identified patient health record data collected from UK GP practices using Vision clinical systems.

CONTACT US

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