

IQVIA Supply Chain Manager (SCM)

Wholesale Data Services

Understand routes of supply to better manage stock, respond to market dynamics and stay ahead of the competition

Supply Chain Manager (SCM) solutions allow 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.

Stay ahead of **competition**, **monitor routes of supply** and **manage stock** to ensure patients always have access to your products.

WHY USE SUPPLY CHAIN MANAGER?

Supply Chain Manager allows users to:

- **Monitor** new product performance – it provides a unique view of new product uptake at a brick and outlet level
- **Analyse** the impact of trade promotion on sales – this is used to see how targeted pharmacies and dispensing doctors
- **Identify** spheres of influence and distribution gaps – trends can be seen for your products for any defined markets due to the 24 months of data included
- **Monitor** levels of parallel import



KEY FACTS



Supply Chain Manager tracks sales in to over **27,000 outlets**



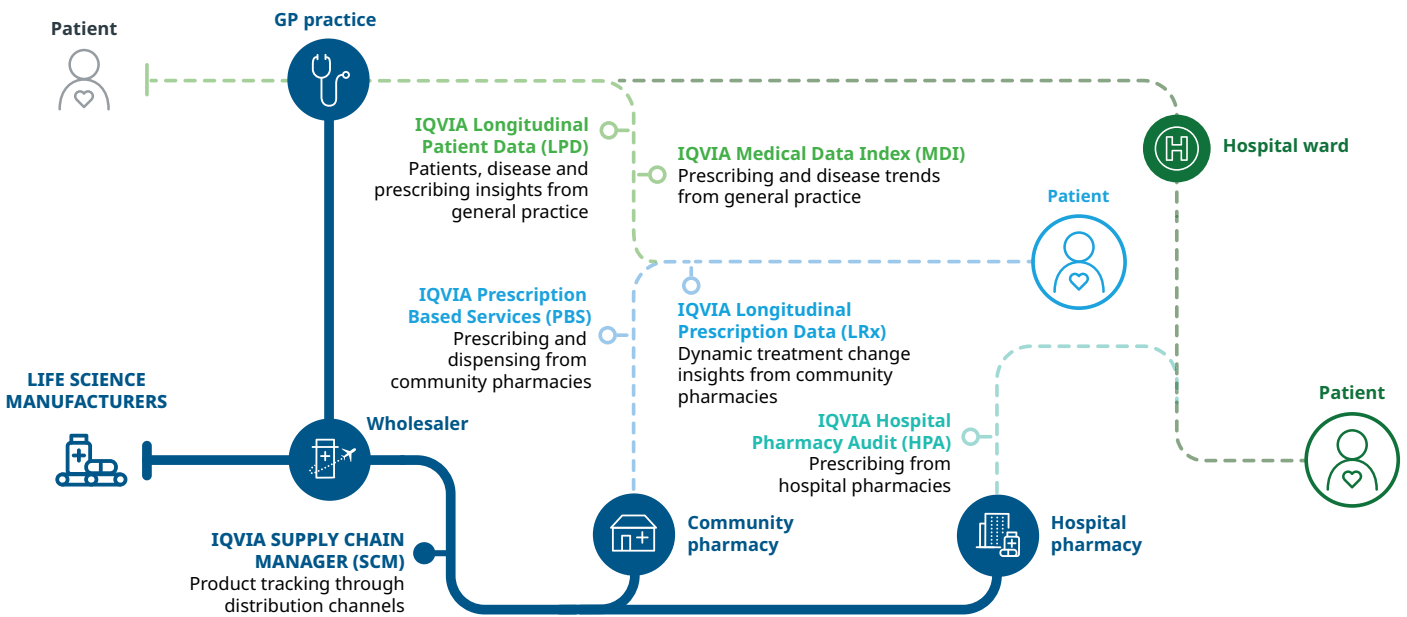
Supply Chain Manager reports data for over **10,000 products**

WHAT IS SUPPLY CHAIN MANAGER?

- It covers the primary and secondary care market for own and competitor brands
- It reflects purchases across the supply chain measuring the flow of pharmaceutical products from wholesaler to outlet location
- It is available at a national and sub-national level
- It offers an extra granularity on customers own product, pack and molecule data in the UK
- It includes purchases by: retail pharmacies, dispensing doctors, drug stores (without pharmacies), hospitals, industrial medical centres, inter-wholesaler distribution (transfers) and parallel import packs

The next generation of medicines supply chain intelligence makes IQVIA Supply Chain Manager faster, more powerful and equipped with more granular information, to boost overall performance.

Supply Chain Manager (SCM) measures the flow of products from Life Science manufacturers through wholesalers to Community Pharmacy, GP practice and Hospital outlets



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

COMPARISON TABLE

FEATURE	DAILY SALES TRACKER	WEEKLY SUPPLY CHAIN MANAGER	MONTHLY SUPPLY CHAIN MANAGER	WHOLESALER HOSPITAL
Frequency	Daily	Weekly	Monthly	Weekly / Monthly
Delivery After Period (DAP)	24 hours	4 working days	~15 working days	4 / ~15 working days
Panel Coverage	85%	94%	98%	Product specific
Geography Level	National	Outlet Level	Outlet Level	Hospital Brick Level
Market Level	Product	Product & Pack	Product & Pack	Product & Pack
Outlets Included	Pharmacy, Surgery	Pharmacy, Surgery, Hospital, Transfers	Pharmacy, Surgery, Hospital, Transfers	Hospital
Measures	Units & Values	Units, Values, Counting Units, Factored Units, Factored Values	Units, Values, Counting Units, Factored Units, Factored Values	Units, Values, Counting Units, Factored Units, Factored Values
Forecasting	Yes	No	No	No
Delivery	VA Dashboard & Mobile App	IAM & Flat File	IAM & Flat File	IAM & Flat File

WHO USES SUPPLY CHAIN MANAGER?

- **Business intelligence teams** – to analyse the competitive market
- **Commercial teams** – to monitor commercial activities within the supply chain
- **Finance teams** – to monitor commercial agreements and trade

RELATED OFFERINGS

- **Parallel Import (PI) Tracker** – national supply chain manager data for understanding parallel imports (PI) trends across all UK outlet types for own and competitor products

CONTACT US

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