Fact Sheet

IQVIA MEDTECH

Comprehensive

Medical Device and Supply Purchase Data

Leverage monthly SKU-level purchase data to understand your market and enhance your market position

Optimizing product sales and supply requires a detailed understanding of the everchanging hospital purchasing landscape, from high-tech devices and diagnostics, to the simplicity of bedsheets and bedpans. We can provide you with the snapshots and longitudinal tracking you need to drive healthcare forward by maximizing sales and share, expanding your business, and keeping your supply chains efficient and effective.

IQVIA's Medical Device and Supply Audit (MDSA) is the industry standard for measuring medical device and supply sales in the U.S. hospital market, including both direct and indirectly distributed products. MDSA gives you unparalleled access to SKU-level purchase information in projected dollars and units for all products sold into U.S. hospitals.

With coverage of approximately 550,000 products from nearly 3,000 manufacturers and competitors, MDSA reporting is fully customizable and updated automatically, so you can be confident that your reports contain what you want, when you want it, and are always up-to-date.

STANDARD DATA ELEMENTS INCLUDE:

- Projected dollars, units and average selling prices

- Price and unit quartiles

- Proprietary hierarchical market classification structure

- Corporation and manufacturer details

- Product and package IDs (Catalog #/SKU)

- Regional reporting at monthly intervals

- Flexible delivery options, from web-based visualization with charting and data grid components to easily shared downloads

National   Regional   Corporation

Individual product configurations (SKU)   Brand   Manufacturer
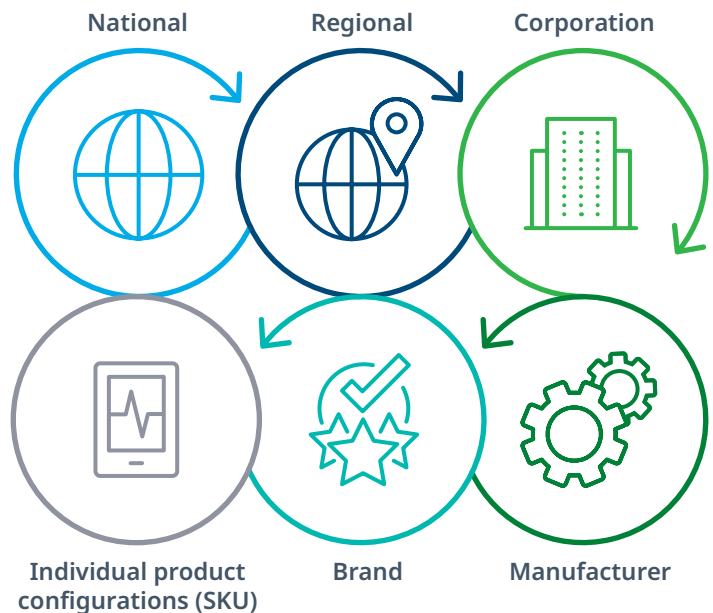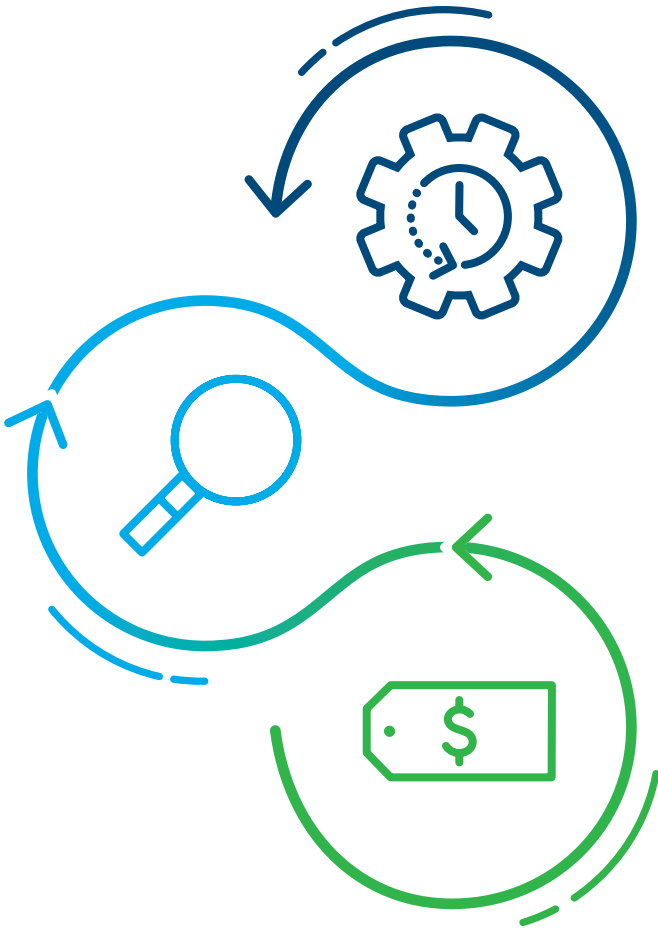
Observe market changes in near-real time

- Quantify shifts in market size and growth.
- Understand product and brand evolution.
- Identify opportunities for corporate and business development.
- Formulate immediate competitive responses.

SEE HOW SALES ARE CHANGING FOR YOU AND YOUR COMPETITORS

- Track and trend new and legacy product performance and share.
- Monitor changes at the company, brand, or SKU-level.
- Optimize your portfolio and manage inventory accordingly.

Optimize pricing

- Flag competitive pricing changes in near real-time.
- Identify underpricing and adjust based on competitive max price and units sold.
- Quantify regional variances in product pricing.
- Optimize pricing for new product launches.

Whether you are looking for a precisely targeted local competitor report for your sales team, an in-depth analysis of the national market for your business development team, or regional and national pricing patterns for your pricing and reimbursement colleagues, MDSA's web-based, business intelligence tool will provide you with cutting-edge visualizations, charting, and data grid components to share with your teams.

>**6.6M** unique transactions per month

60 years of history via the Hospital Supply Index

Classifications covering **1,400+** divisions, market segments/ sub-segments

Representative capture of at least **10%** of hospitals, by type, in each of the nine Census Divisions

Consistent sample with annual turnover of **<5%**

Products from nearly **3,000** manufacturers

Coverage of **~550,000** unique SKUs

Contact us today so we can help you transform your commercial approaches to the market.

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