IQVIA

UK Longitudinal Patient Data (LPD)

Delivering commercial growth with primary care insights into disease treatment and GP prescribing patterns

UK Longitudinal Patient Data (LPD) provides life sciences companies bespoke insights into how patients and diseases are treated in the real world. It is an anonymised longitudinal patient real world dataset derived from electronic medical records (EMR) for ~3 million patients. LPD covers UK primary care, with data collected from a representative sample of GP practices projected to national levels allowing monitoring of UK trends. Analysis of patient profiles, treatment dynamics and sources of business using LPD 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.**

Use UK longitudinal patient data to:

- **Understand** the primary care market at a patient level, with the ability to segment patients by treated vs. untreated status to truly understand incidence and prevalence within your market to assess penetration potential

- **Explore** your treated patients' profile in terms of age, gender, diagnoses, co-morbidities and test results

- **Gain** customised insights on market shares and source of business by analysis of treatment dynamics

- **Monitor** own products and competitor performance, including line of treatment analysis

- **Track** commercial performance by analysing the breadth and depth of GP prescribing and treatment adherence and persistency i.e. looking at how long patients remain on therapy and how compliant they are

KEY FACTS

Standard panel of **150** general practices representative of the UK and extended panel of ~ 300 practices

More than **2.7 million** patients, with ~7.8 million patients in the extended panel

Offers access to all patient metrics, diagnoses and test results with brand level treatment histories
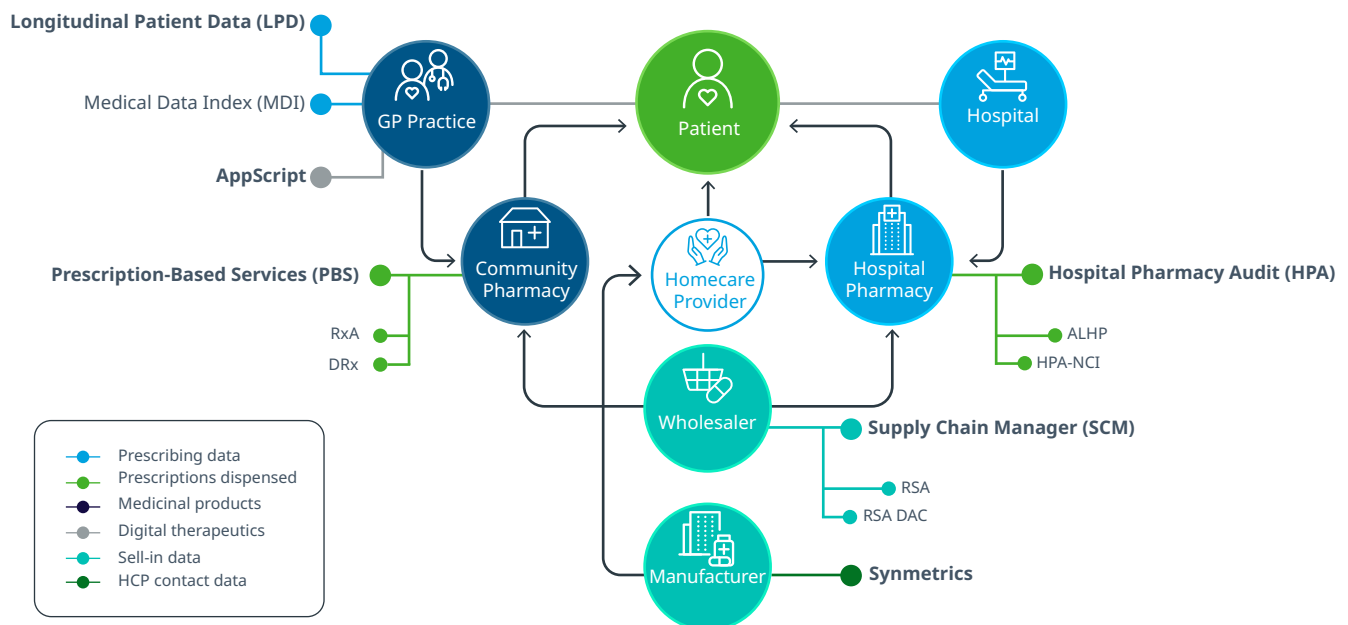
What is IQVIA UK longitudinal patient data?

- It is a dataset consisting of observational Real World Data

- It covers UK primary care, offering fast cost-effective standard and customised reporting, which enables detailed analysis of patient diseases and treatment patterns over time

- It offers access to all patient metrics, diagnoses and test results with brand level treatment histories

- It features detailed data on prescription only medication written by the GP including brand, molecule, drug form and strength, together with treatment information on doses, quantities and drug indicator (new, switch, add, repeat) allowing for in-depth analysis of treatment dynamics as well as several other analyses

Providing in-depth insights into disease management and GPs prescribing in the UK to understand the entire market at a patient level

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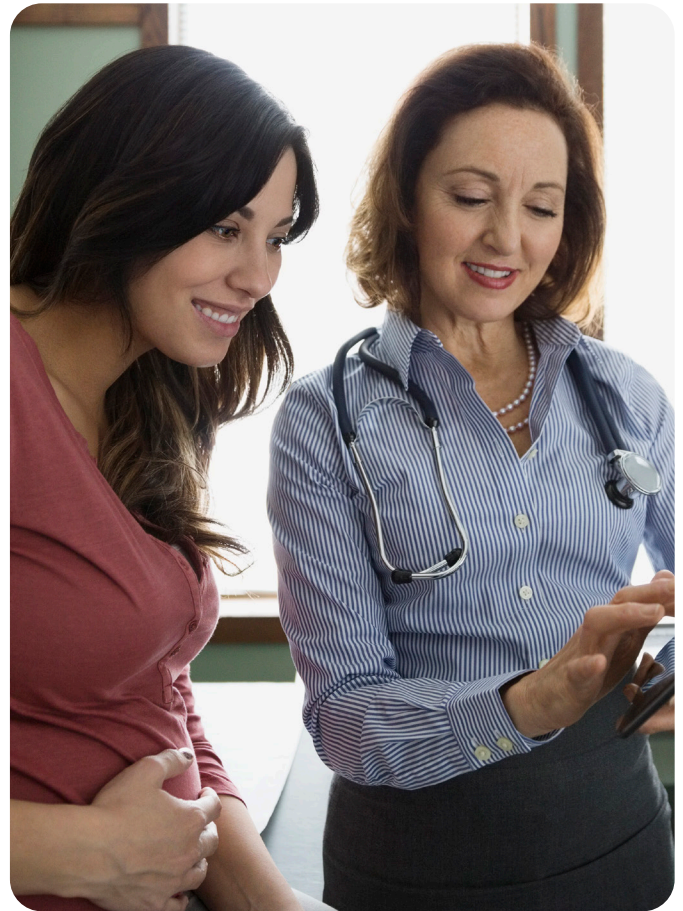
IQVIA UK Longitudinal Patient Data captures primary care prescribing data from GP practices

Market Intelligence Solution data map: delivering insight on product flow, from manufacturer through to patient

Longitudinal Patient Data (LPD)
Medical Data Index (MDI)
AppScript
GP Practice
Patient
Hospital
Prescription-Based Services (PBS)
Community Pharmacy
Homecare Provider
Hospital Pharmacy
Hospital Pharmacy Audit (HPA)
RxA
DRx
ALHP
HPA-NCI
Wholesaler
Supply Chain Manager (SCM)
RSA
RSA DAC
Manufacturer
Synmetrics

Legend:
- Prescribing data
- Prescriptions dispensed
- Medicinal products
- Digital therapeutics
- Sell-in data
- HCP contact data

Data capture and methodology

IQVIA LDP is derived from non-identified patient electronic medical record (EMR) data collected from UK GP practices in England.

- **A nationally representative sample panel** of 150 GP practices selected for maximum commercial insight and consistent tracking

- **Aggregated data,** which is data either projected to UK level or un-projected

- **A standardised classification** of diagnoses and products bridged to the WHO ICD 10 diagnosis and EPhMRA ATC therapy classifications

- **Multi-Country Longitudinal Patient Data (LPD** is available in 9 countries enabling cross-country comparisons

Who use longitudinal patient data?

- **Business insights teams** — to analyse the competitive market and to identify market opportunities

- **Commercial effectiveness teams** — to analyse product performance and prescribing trends by strength and dose

- **Brand management** — to measure brand performance including gains and losses by diagnosis and distinct patient segments

- **Health economic and outcome teams** — to assess the brand performance, help inform forecasts, budget impact models and patient towers

RELATED UK DATA OFFERINGS

TYPES OF IQVIA LPD REPORTS

Available via MultiView Advance, in Excel or PowerPoint

- **Standardised analysis** — 25 standard reports providing answers to the majority of business questions

- **Ad-hoc reports** — bespoke programmed reports developed to answer specific business questions to meet your needs

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- **IQVIA Medical Research Data (IMRD)** — a large longitudinal primary care database used for retrospective medical and scientific research

- **Medical Data Index (MDI)** — a summary of general practice prescribing data linked to a diagnosis, which can provide key insights into the treatment of diseases

- **IQVIA Dynamic Prescription Data (DRx)** — a longitudinal pharmacy dispensation dataset, used for tracking patient prescription activity with the ability to drill down to sub-national data

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CONTACT US

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