UK Dynamic Prescription Data (DRx)

Unlocking data-driven insights that enable life science companies to make informed commercial decisions

IQVIA Dynamic Prescription Data (DRx) provides life sciences companies with bespoke insights into market trends at both a national and subnational level. It is a longitudinal dispensation dataset derived from data collected from a nationally representative panel of community (retail) pharmacies.

DRx is used to measure brand performance, including total market share, dynamic market share and trends over time. It also enables the tracking of market dynamics at a Sub-ICB level, including sources of business and losses for own and competitor products.

Customers leverage DRx to understand where in the country products have the best penetration and to measure the impact of local initiatives on prescribing patterns and identify areas for largest growth and risks. Sub-national insights can uncover regional differences and the effect of targeted initiatives from implementation of nationwide programmes or variations in disease prevalence among different regions.

This intelligence supports **market sizing, brand performance, market dynamics and subnational analytics.**

With dynamic UK prescription data you can:

- **Measure and track** product trends, market growth, stalls and declines based on geographic location (Sub-ICB)
- **Gain** a competitive advantage by understanding where products are gaining or losing share in specified markets
- **Get insights** into market dynamics and emerging trends to assess the demand
- **Data driven analysis** allows life science companies to make informed commercial decisions

KEY FACTS

Dynamic prescription data has **~50% UK panel coverage**

~6,000 pharmacies

Provides a clear view of prescribing practices

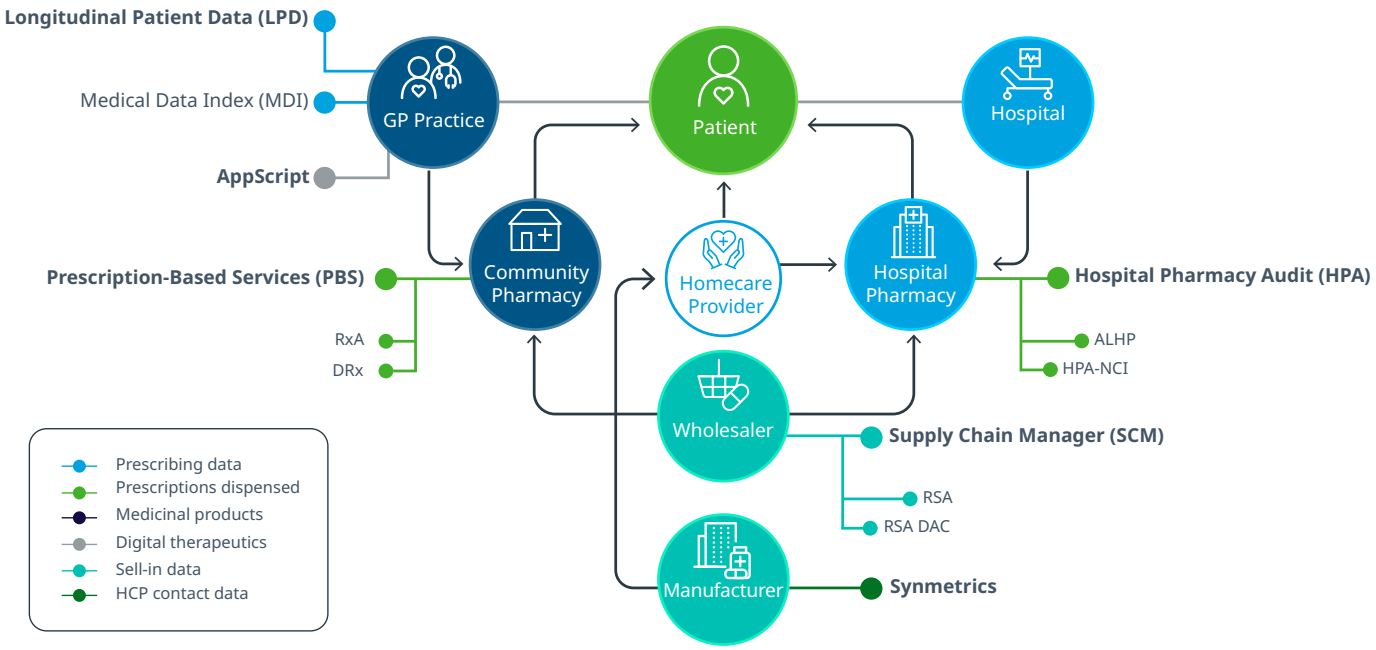
Captures longitudinal product information

What is dynamic prescription data?

- DRx is de-identified dispensed retail pharmacy prescription data
- It captures longitudinal information on the product prescribed allowing us to derive insights into new, switch and repeat prescriptions
- It is based on a large panel of retail pharmacies allowing for sub-national analysis
- Products are bridged to the EPhMRA ATC therapy classifications
- The data panel is validated at least twice a year to ensure that data is reported from pharmacies who provide a consistent robust data supply

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

IQVIA dynamic prescription data measures the flow of products from community pharmacy to patients.



Who uses dynamic prescription data?

- **Business intelligence teams** — to analyse the competitive market and market dynamics between new, switch and repeat prescriptions
- **Commercial teams** — to measure market size & growth, salesforce effectiveness, conduct sales forecasting and to profile for sales teams

RELATED UK DATA OFFERINGS

- **IQVIA Regional Prescription Analysis (RxA)** provides 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 medical records, this can be used to investigate patient profiles, alongside treatment and pathway questions.

IQVIA DYNAMIC PRESCRIPTION DATA DELIVERABLES

DRx can be delivered in multiple formats designed to meet client requirements:

- **PowerBI:** Cloud based access to interactive dashboards which are customised and easily exportable to Excel, PowerPoint & PDF
- **Excel:** Customised flat files that can feed internal data warehouses
- **PowerPoint:** Bespoke reports with data, charts and analysis, typically delivered as part of integrated solution, alongside other data deliverables and analysis

CONTACT US

To learn more about UK Dynamic Prescription Data (DRx)

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