

Poland Longitudinal Prescription Data (LRx)

Get a deeper understanding of the market, product efficacy, patient journeys, and prescriber behavior with longitudinal tracking of patient prescription activity

IQVIA Longitudinal Prescription Data (LRx) is a longitudinal patient prescription dataset based on retail pharmacy data. It enables the longitudinal tracking of patient prescription activity. Data is captured on co-prescribing as well as new, switch and repeat prescriptions that allows the monitoring of brand performance and analysis of market dynamics.

Poland’s Longitudinal Prescription Data (LRx) drives the ability to track patients across the healthcare ecosystem. With 18M unique patients sourced from over 6,800 pharmacies and 120k unique physicians and specialists, gain a competitive advantage by understanding market changes, and developing a deeper understanding of product efficacy, patient journeys, and prescriber behaviors.



LRx services cover all 4 key areas of interest to regional or HQ offices as well as retail or specialty pharma clients

LRx use cases

Payer communication

- Prevalence, incidence and unmet need
- Re-imburement
- Budget impact
- Outcomes studies and risk sharings

Performance management

- Promotional effectiveness
- Forecasting
- Split by indication (estimated)
- Launch tracking and source of business
- Co-prescriptions



Physician communication

- Persistence
- Compliance
- Patient journey
- Co-morbidities/co-prescriptions



Patient support programs/ clinical studies

- Real time compliance/ adherence
- Disease detection
- Country selection

LRx data covers over 52% of pharmacies in Poland, enabling population-wide analyses

Prescriber

Prescriber specialty can be identified — **over 120k unique physicians** covered by data in the last MAT

Product

We can identify the exact **products prescribed and bought**

Patient

IQVIA LRx data covers **18M unique patients** in last MAT



Place

Information on purchase location **for over of 6,700 pharmacies** in the IQVIA panel

Period

Possibility to track historical data on **monthly basis**, longitudinal data available **since 2012**

Note: personal data are anonymized for confidentiality reasons

Considering the complexity of the markets, we have divided the products, thus enabling a modular scope that best suits the needs

Modules description

PREDEFINED ANALYSIS	HIGH LEVEL CONTENT DESCRIPTION (FOR DETAILS SEE <i>ILLUSTRATIVE DELIVERABLES</i> SECTION)
Patient pool	No. of unique patients, development in time, per defined market, across markets, per all brands, age/gender split
Patient segmentation	Development of new, repeat, restart, switch+, switch-, end, add-on segments
Switch analysis	Bilateral switches among all brands, net score development over time within defined market and across markets
Specialty focus	Key prescribing specialty, specialty referrals, initiation vs follower specialty etc.
Persistence	Average persistence, comparison distinguishing restart, switch, end
Compliance	Average compliance and compliance histogram over the latest time period
Co-medication	Drug co-medication/comorbidities on ATC3 level and within ATC, brand or molecule level
Indication analysis	Product sales/patients distinguished by indication, based on the history of treatment, reimbursement, specialty
Patient journey	Selected aspects of all the above supported by other internal and external data sources such as PMR
Line of therapy	Overview of treatment lines, treatment regimes, size of given lines, most common switches across lines on Brand, Molecule or ATC level per one patient cohort

Market & key competitor definition to be aligned prior to final project agreement

CONTACT US

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