

# IQVIA Dynamic Prescription Data (DRx)

*Real world data insights from community pharmacies*

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, measure the influence of local initiatives on prescribing patterns, and identify areas for potential growth and risks. Sub-national insights can uncover regional differences and the effect of targeted initiatives from implementation of nationwide.

## Why use Dynamic Prescription Data?

- **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
- **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**

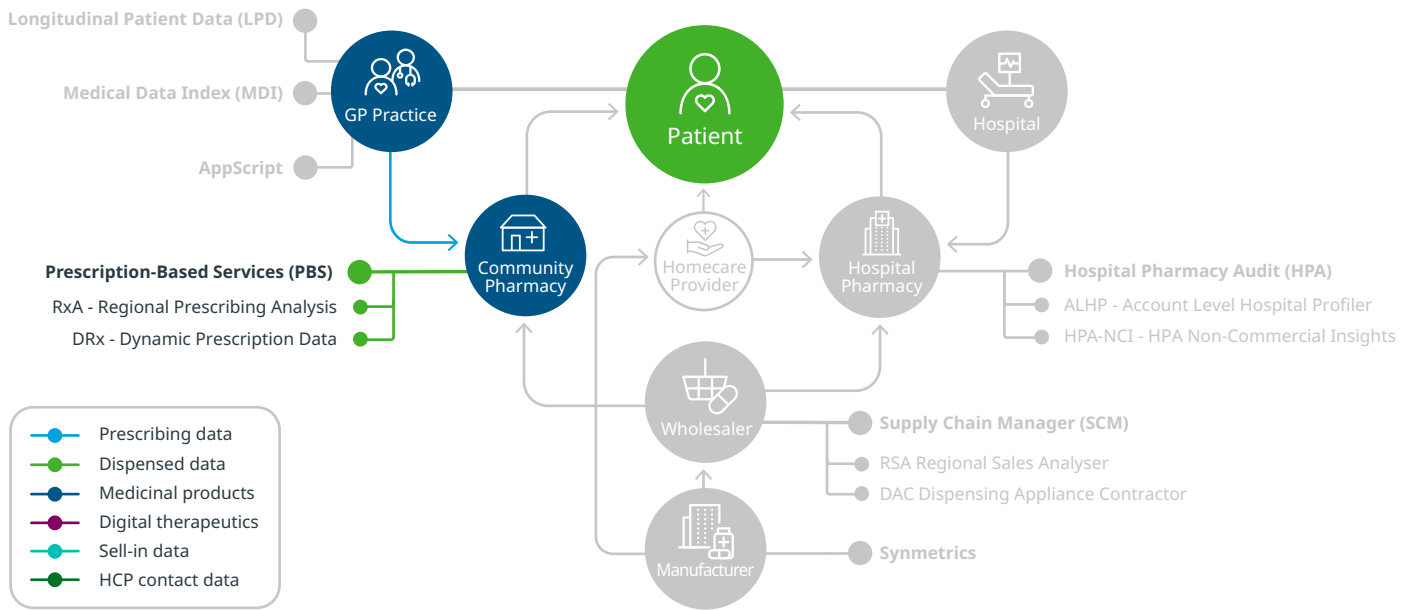
 **~6,000 pharmacies**



## 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 measures the flow of products from community pharmacy to patients.



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

## 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 offerings

- **Regional Prescription Analysis (RxA)** provides a complete, holistic view of primary retail market demand at sub-national level
- **British Pharmaceutical Index (BPI)** National level report containing prescribed and dispensed data for a bespoke product market, at product or pack level
- **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 and 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 IQVIA Dynamic Prescription Data, please contact [AskIQVIA@IQVIA.com](mailto:AskIQVIA@IQVIA.com)

X: [@IQVIA\\_UK](https://twitter.com/IQVIA_UK)

LinkedIn: [IQVIA UK & Ireland](https://www.linkedin.com/company/iqvia-uk/)

[iqvia.com/uk/marketintelligence](https://iqvia.com/uk/marketintelligence)