

# IQVIA Medical Data Index (MDI)

*Real World Data Insights from primary care electronic medical records*

Delivering key insights on treatment trends for diseases managed within general practices.

**IQVIA Medical Data Index (MDI)** provides life sciences companies with an overall market view on primary care diagnoses and treatments patterns in England. It is a quarterly summary of general practice prescribing data linked to a diagnosis, which delivers insights on what products are prescribed to treat diseases and enables monitoring of primary care prescribing trends.

This intelligence supports **patient and disease profiling, monitoring trends in prescribing, indication splits and opportunity assessment.**

## Why use Medical Data Index?

- **Monitor** own products and competitor's performance
- **Understand** national level trends in prescribing
- Gain insights on real world medicines used to treat which diseases
- **Analyse** market dynamics such as new, switch, repeat, to track commercial performance
- **Identify** commercial opportunities such as new pack sizes

## Who uses Medical Data Index?

- **Business development teams** — to analyse the competitive market and to identify market opportunities
- **Commercial strategy teams** — to analyse usage, potential average daily doses and indication splits

*Medical Data Index (MDI) can provide key insights into the treatment of disease within general practices in England.*

### KEY FACTS



Panel of **150 general practices** representative of England



**~280 million nationally projected prescriptions** each quarter



**3 years** of history data updated quarterly



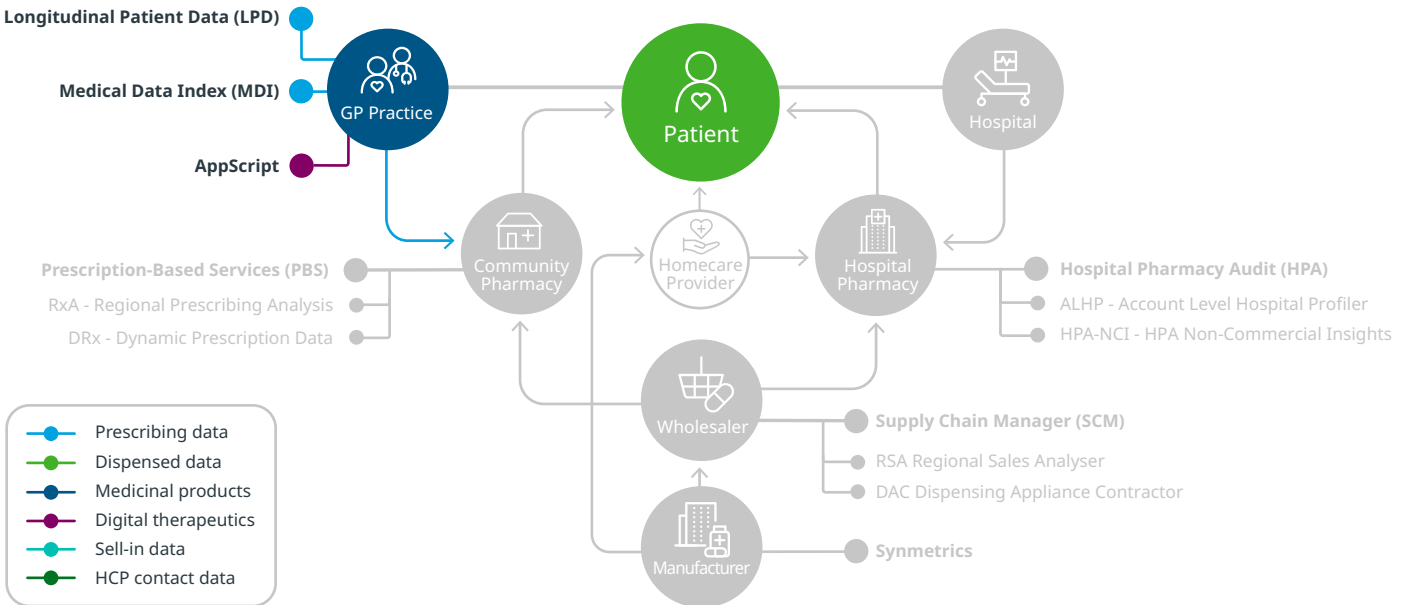
**Full access** to aggregated data for all drug and diagnosis classes or class specific access



## What is Medical Data Index (MDI)?

- Medical Data Index covers the primary care market in England, providing an overall view, ideally placed for looking at trends and benchmarking
- It includes standard metrics and reporting of prescriptions volumes by diagnosis and patient age/ gender, which offers diagnosis and patient profiles
- It enables analysis of treatment dynamics, with information on drug form, strength, doses and quantities together with indicators new, switch, repeat

## IQVIA Medical Data Index monitors disease and treatment trends from general practice



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

## Data capture and methodology

- **A representative panel** of approximately 700 GPs from 150 general practices projected to regional and national figures
- **The diagnosis made by the doctor** and relates it to the specific therapy prescribed and the type of patient being treated
- **A standardised classification** of diagnoses and products bridged to the WHO ICD 10 diagnosis and EPhMRA ATC therapy classifications

## Related offerings

- **IQVIA Medical Research Data (IMRD)** — is a large longitudinal primary care database used for retrospective medical and scientific research
- **Longitudinal Patient data (LPD)** — is a longitudinal dataset derived from electronic health records used to generate national level insights into primary care prescribing patterns and disease management
- **MIDAS®** — country level audits of medical data (MDI) used for measuring global pharma performance

### TYPES OF REPORTS

Reports are made available via **IQVIA Analysis Manager (IAM)** and **MIDAS**.

#### IQVIA Analysis Manager cube availability:

- **Standard overview** — Provides summary data as in the standard overview and also allows the analysis of form and dosage and includes the drug indicator
- **Extended overview** — Provides summary data as in the standard overview and also allows the analysis of form and dosage and includes the drug indicator
- **In-depth overview** – Provides summary data as in the extended report, with the addition of co-prescribing (products prescribed on the same date)

MDI is derived from non-identified patient electronic medical record (EMR) data collected from GP practices from England

### CONTACT US

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