

IQVIA Regional Sales Analyser (RSA) & Regional Sales Analyser DAC (RSA DAC)

Wholesaler Data Services

Precisely monitor UK sales for prescription and OTC products, proactively respond to market dynamics, and maintain a competitive advantage.

IQVIA Regional Sales Analyser (RSA) & RSA Dispensing Appliance Contractor (RSA DAC) provide rapid, precise, and actionable insights, equipping users to make informed decisions regarding their products and markets. Covering UK primary care, RSA and RSA DAC solutions allow unparalleled understanding of sales for both prescription and OTC products, instilling users with the confidence that they need to respond to changing market dynamics, measure performance and achieve success.

Stay ahead of **competition**, **monitor sales with precision** and **manage stock distribution** to ensure patients always have access to your products.

Why use Regional Sales Analyser and Regional Sales Analyser DAC?

Regional Sales Analyser allows users to:

- **Develop** a detailed understanding of UK sales for prescription and OTC products in primary care — using augmented sell in data, RSA & RSA DAC provide a comprehensive insight into sales of prescription and OTC products at a brick level
- **Analyse** performance of your portfolio and your competition — Covering sales of over 10,000 products into 18,000+ outlets
- **Identify** opportunities and achieve success — Total UK data is available ~22 days after month end
- **Monitor distribution** against the competition to ensure your products are always available for patients

KEY FACTS



Regional Sales Analyser tracks sales in to over **18,000+ outlets**



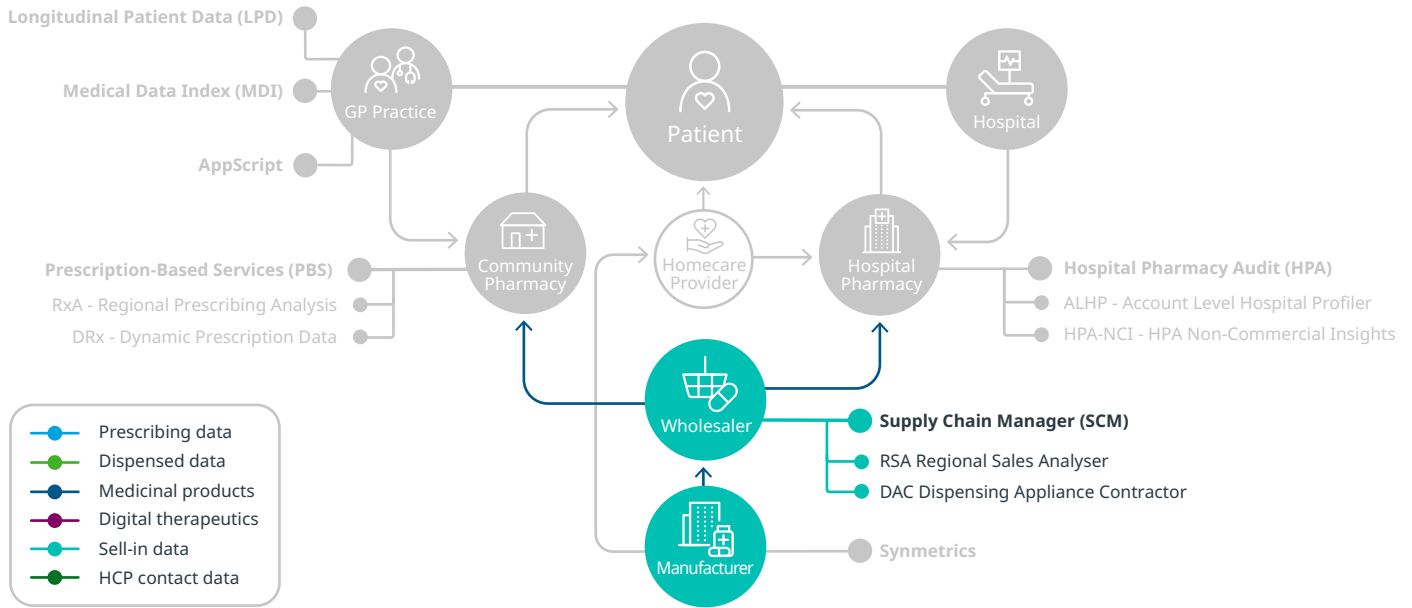
Regional Sales Analyser reports data for over **10,000 products**



What is Regional Sales Analyser and Regional Sales Analyser DAC?

- **RSA** and **RSA DAC** are a focused view of IQVIA's comprehensive wholesaler panel
- Specifically designed to support optimal tracking of consumer health products and medical devices products across UK primary care
- **RSA DAC** enriches **Regional Sales Analyser** with additional DAC & off-tariff supply to provide improved capture in focus markets
- Covering ~98% of the UK retail pharmacy market and ~95% of UK DAC supply for ostomy and continence, with fair representation for off-tariff wound care
- Enhanced processes are applied to handle nuances of the supply chain and ensure sales are reflective of UK demand

Regional Sales Analyser (RSA) & Regional Sales Analyser DAC (RSA-DAC) measures the flow of product from life science manufacturers through wholesalers to pharmacy and surgery



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

Comparison table

FEATURE	SUPPLY CHAIN MANAGER	REGIONAL SALES ANALYSER	REGIONAL SALES ANALYSER DAC
Frequency	Weekly / Monthly	Monthly	Monthly
Delivery After Period (DAP)	4 days / ~15 working days	~22 working days	~22 working days
Panel coverage	~98%	~98%	~98% pharmacy, ~95% UK ostomy/continence
Geography level	Outlet level	Outlet level	Brick level
Market level	Product & pack	Product & pack	Product & pack
Outlets included	Pharmacy, surgery, hospital, transfers	Pharmacy, surgery	Pharmacy, surgery, off-tariff and direct to patient
Measures	Units, values, counting units, factored units, factored values	Units, values, counting units, factored units, factored values, edited units, edited values, numeric distribution	Units, values, counting units, factored units, factored values, edited units, edited values
Redistribution / Edits	No	Yes	No
Additional DAC Suppls	No	No	Yes
Delivery	IAM & flat file	IAM & flat file	IAM & flat file

Who uses Regional Sales Analyser and Regional Sales Analyser DAC?

- **Business intelligence teams** — to analyse the competitive market
- **Commercial teams** — to monitor commercial activities within the supply chain

Related offerings

- **Supply Chain Manager** — Supply Chain Manager (SCM) Providing a complete view of sales from manufacturer through the supply chain to outlet level. Covering primary and secondary care on a daily, weekly and monthly basis.

CONTACT US

To learn more about IQVIA Regional Sales Analyser, please contact AskIQVIA@IQVIA.com

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