≡IQVIA

IQVIA Supply Chain Manager (SCM)

Wholesaler Data Services, providing a comprehensive view of the UK pharmaceutical supply market chain.

Understand routes of supply of medicines to effectively manage stock and respond to market changes to maintain a competitive edge.

IQVIA Supply Chain Manager (SCM) provides insights into the flow of pharmaceutical products from manufacturer through wholesaler to outlet location, covering both primary and secondary care. This holistic view offers a complete understanding of the total UK pharmaceutical market supply chain.

With daily, weekly and monthly feeds from UK suppliers, SCM enables real-time responses to market dynamics, allowing companies to stay ahead of the competition, monitor supply routes, and efficiently manage stock to ensure patients always have access to their products.

Why use Supply Chain Manager?

Supply Chain Manager allows users to:

- **Monitor** new product performance to provide a unique view on their uptake at a brick and outlet level

- **Analyse** the impact of trade promotion on sales to understand their impact on targeted pharmacies and dispensing doctors

- **Identify** areas of influence and distribution gaps to observe product trends within defined markets, using the 24 months of included data.

- **Track** levels of parallel import at brick and outlet level

SCM is a powerful, granular solution that empowers users with rapid and detailed insights on the UK pharmaceutical market supply chain.

KEY FACTS

Supply Chain Manager tracks sales in to over **27,000 outlets**
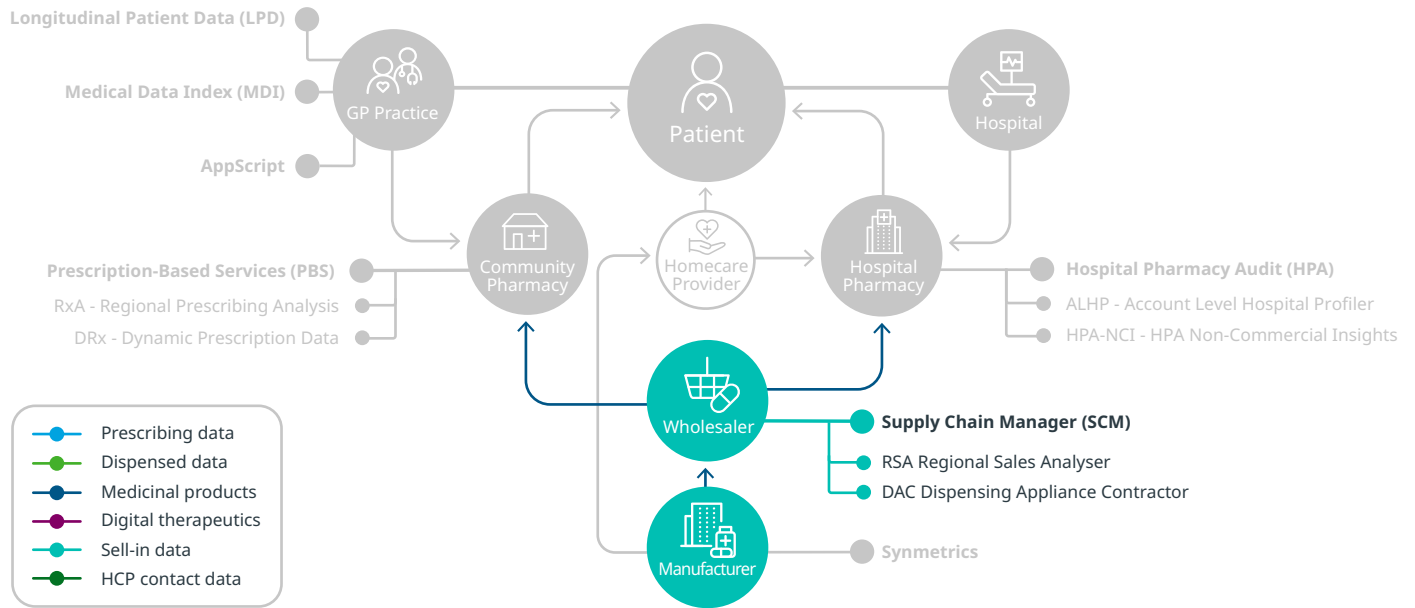
Supply Chain Manager reports data for over **10,000 products**

What is Supply Chain Manager?

- It covers the primary and secondary care market for own and competitor brands

- It reflects purchases across the supply chain measuring the flow of pharmaceutical products from wholesaler to outlet location

- It is available at a national and sub-national level

- It offers an extra granularity on customers own product, pack and molecule data in the UK

- It includes purchases by retail pharmacies, dispensing doctors, drug stores (without pharmacies), hospitals, industrial medical centres, inter-wholesaler distribution (transfers) and parallel import packs

IQVIA Supply Chain Manager (SCM) measures the flow of products from life science manufacturers through wholesalers to community pharmacy, GP practice and hospital outlets

Longitudinal Patient Data (LPD)
Medical Data Index (MDI)
AppScript
Prescription-Based Services (PBS)
RxA - Regional Prescribing Analysis
DRx - Dynamic Prescription Data

GP Practice
Patient
Hospital
Community Pharmacy
Homecare Provider
Hospital Pharmacy

Hospital Pharmacy Audit (HPA)
ALHP - Account Level Hospital Profiler
HPA-NCI - HPA Non-Commercial Insights

Wholesaler
Manufacturer

Supply Chain Manager (SCM)
RSA Regional Sales Analyser
DAC Dispensing Appliance Contractor
Synmetrics

Legend:
- Prescribing data
- Dispensed data
- Medicinal products
- Digital therapeutics
- Sell-in data
- HCP contact data

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

Comparison table

FEATURE	DAILY SALES TRACKER	WEEKLY SUPPLY CHAIN MANAGER	MONTHLY SUPPLY CHAIN MANAGER	WHOLESALER HOSPITAL
Frequency	Daily	Weekly	Monthly	Weekly / Monthly
Delivery After Period (DAP)	24 hours	4 working days	~15 working days	4 / ~15 working days
Panel coverage	85%	94%	98%	Product specific
Geography Llvel	National	Outle§	Outlet level	Hospital brick level for competitor, outlet level for own product
Market level	Product	Product & pack	Product & pack	Product & pack
Outlets included	Pharmacy, surgery, hospital	Pharmacy, surgery, hospital, transfers	Pharmacy, surgery, hospital, transfers	Hospital
Measures	Units & values	Units, values, counting units, factored units, factored values	Units, values, counting units, factored units, factored values	Units, values, counting units, factored units, factored values
Forecasting	Yes	No	No	No
Delivery	VA dashboard & mobile app	IAM & flat file	IAM & flat file	IAM & flat file

Who uses Supply Chain Manager?

- **Business intelligence teams** — to analyse the competitive market

- **Commercial teams** — to monitor commercial activities within the supply chain

- **Finance teams** — to monitor commercial agreements and trade

Related offerings

- **Parallel Import (PI) Tracker** — national supply chain manager data for understanding parallel imports (PI) trends across all UK outlet types for own and competitor products