IQVIA

Xponent®

The industry's premier source of prescribing insights

Xponent

Xponent delivers detailed prescriber-level prescription information for the U.S. and Puerto Rico markets. Considered the industry's premier source of prescription intelligence, only Xponent uses a customized and patented estimation methodology to generate the most accurate market estimates available.

Business use	Applications
PRESCRIBER PROFILING, TARGETING, SEGMENTATION	• Assess behavior and opportunity at the prescriber level. • Target high-value prescribers with large dispensed market volumes. • Tailor messages and target lists based on Rx volumes for your product and competitors.
COMPENSATION, PERFORMANCE MANAGEMENT	• Set goals. • Base compensation and contests on prescription volume, market share, and growth.
MARKET EVENT ASSESSMENT	• Assess the impact of market events on prescriber and territory trends. • Monitor prescription trends at all levels, from prescriber to national. • Assess opportunities and take corrective action as needed.

Unique insights into physicians' prescribing patterns

Using IQVIA'S patented estimation methodology

- Provides prescriber-level insights for your therapeutic classes.

- Delivers a total picture of prescribing activity, uniquely driven by insights into retail, mail, and specialty dispensing.

- Reports prescribers' dispensed volumes based on a combination of reported sample volume and estimated volume for non-reporting pharmacies.

- Robust, patented estimation methodology utilizing unique visibility into pharmacy purchase patterns.

Unmatched accuracy at prescriber and all levels

- The most accurate measure of the universe based on reported sell in to each outlet for each product.

- A broad panel of reporting pharmacies as the basis for market estimates.

- A reflection of today's unique pharmacy dispensing dynamics, including specialty product mix.

- Key suppliers of all sizes, each one integrated to accurately reflect standard and specialty product dispensing.

Optimize sales performance

Effectively plan and execute your sales strategies

- Design balanced territories and allocate the right number and mix of sales representatives to optimize your ROI.

- Enhance sales-call effectiveness; accurately identify key prescribers and trends driving your brand's market share.

- Fairly evaluate, reward, and retain the sales performers who drive your product's success.

- Understand what is being prescribed and by which prescribers based on comprehensive data views.

Answer the questions

Accurate data supports better business decisions

- Which prescribers are high-value targets based on writing for brands and early adoption of newly launched products?

- How did each prescriber's writing change after a key market event or promotion?

- What is the appropriate growth goal for each territory based on past trends and prescribing behaviors?

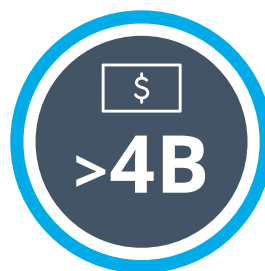- How is each territory performing against its goal?

Key metrics

>1M	94%	>4B	>230
Prescribers matched with an Rx weekly	Rx coverage in retail 72% in mail 75% in LTC	Transactions processed annually across 3 channels	Quality edits run each week

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