

IQVIA National Sales and Prescription Insights for Legal Practices

The most trusted data source for accurate measurement of prescription and sales trends that was created for the pharmaceutical industry and leveraged by law firms

Today's reality

When it comes to forecasting, assessing markets, monitoring performance, preparing for a new product launch, or identifying potential acquisition targets, business leaders need to make informed decisions backed by data they can trust.

To get there, teams need access to consistent, reliable information and transparent analytic methodologies. They need to be able to utilize accurate supply and demand analyses and the flexibility to quickly adapt their go-to-market strategies.

Insight into the competitive landscape and the ability to identify rapidly growing areas for product development and launch with critical insights broken down by key therapeutic areas should be foundation to that success.

The right solution — IQVIA National Sales and Prescription Insights

By combining two of IQVIA's foundational, gold standard datasets, National Sales Perspectives (NSP) and National Prescription Audit (NPA), the IQVIA National Sales and Prescription Insights Solution provides deeper insights into new launches, loss of exclusivity, generic market entries, and legislative changes.



NSP measures sales across 13 channels of distribution including retail, non-retail, and mail order that is sourced from more than 500 direct and indirect suppliers.



NPA measures prescriptions dispensed within retail, mail, and long-term care sourced directly from over 49,000 pharmacies.

IQVIA National Sales and Prescription Insights gives law firms clear line of sight, addressing key business questions:



Understand historical sales and script trends as far back as 1992.



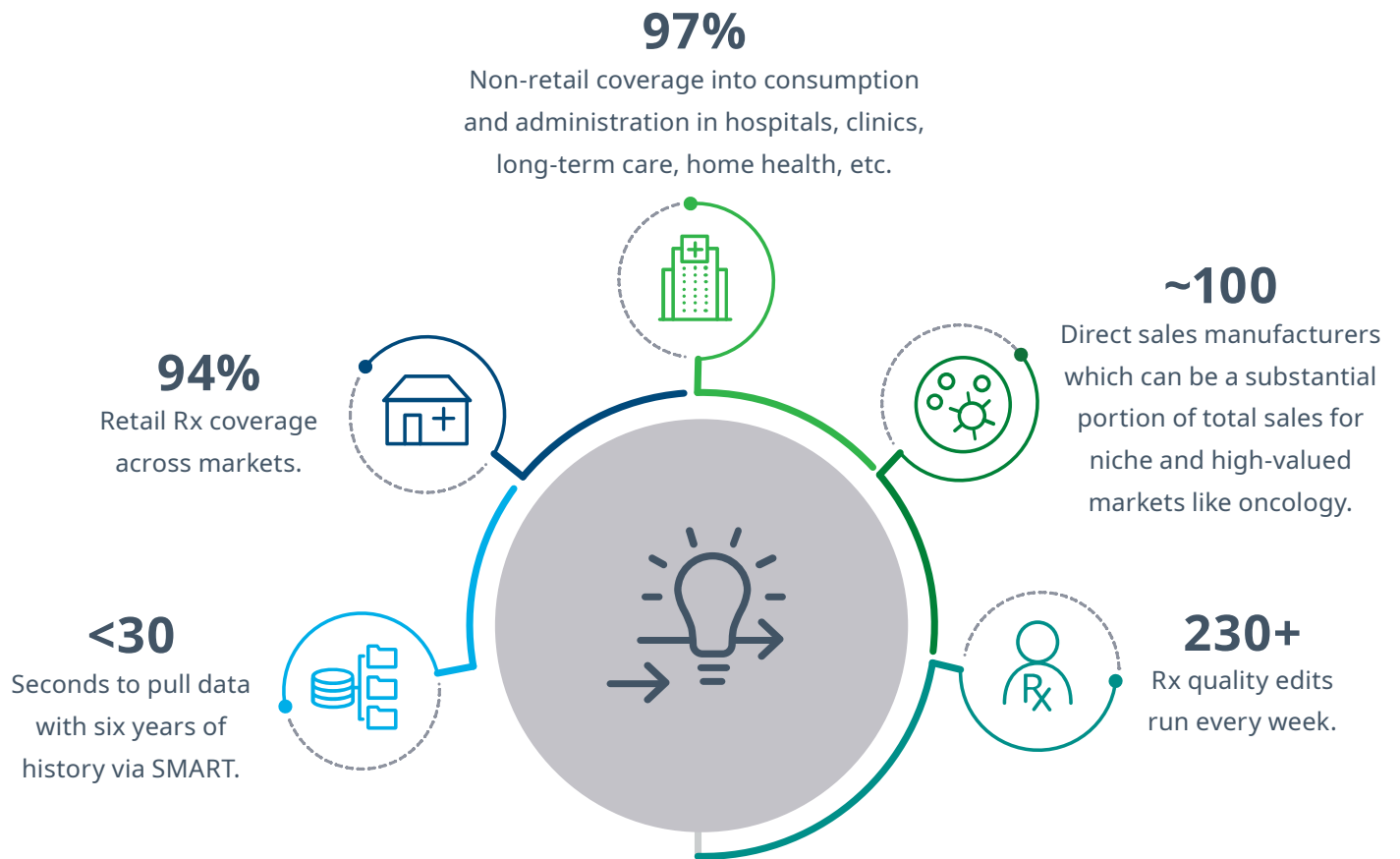
Change in pharmaceutical dynamics over time.



Visibility of product sales and script volumes broken out at manufacturer level.

IQVIA National Sales and Prescription Insights provide a full supply and demand analysis that includes deep insight into the pharmaceutical landscape along with important channel dynamics broken down by individual products at the manufacturer level.

Why IQVIA National Sales and Prescription Insights?



As the most trusted data source in the pharma and financial communities, IQVIA National Sales and Prescription Insights offers comprehensive, consistent, and reliable market coverage with accurate estimations.

Business use cases

RX AND SALES TRENDS FOR MEASUREMENT OVER TIME

- Assess historical sales and prescription patterns from the time when a product was launched.
- Analyze the impact of market events and marketing programs.
- Gain insight into trends for specific patient age and gender groups.
- Visibility of sales and script volumes broken out by state.

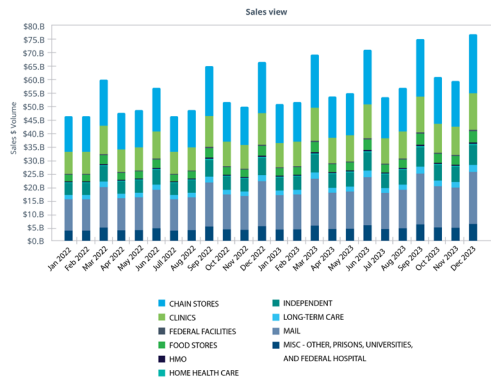
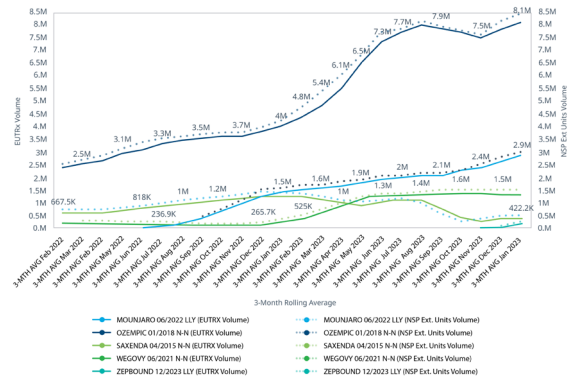


Sample outputs



NSP and NPA use cases

Anti-obesity supply and demand trends



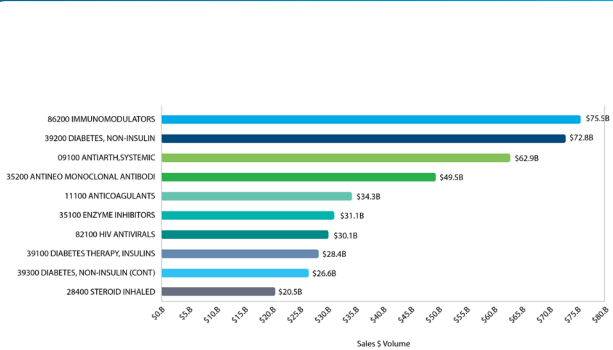
Total pharmaceutical market

Sales by channel of distribution



Largest therapy areas based on sales

Based on sales for 2023



Delivery

Delivered monthly via subscription access on IQVIA SMART Solutions, a business intelligence platform for the pharmaceutical industry, brings together the industry's leading syndicated information assets onto a robust technology framework, empowering commercial teams with a deep, cross-market perspective of the healthcare market, delivering guided, insight-driven decisions, and strategies to optimize commercial effectiveness.

Related solutions

IQVIA U.S. ChannelDynamics™

Provides added insights and analysis of promotional spend by therapeutic area.

IQVIA Weekly Sales Perspectives

Provides national weekly sales trends by common outlet groupings for more granular views and earlier assessments of sales performance.

NPA Extended Insights

NPA estimates with additional insights into method of payment, co-pay, and patient age and gender.

NPA New to Brand

National view of prescription and longitudinal prescription volumes including insights into granular source of business trends, available by diagnosis, including patient persistency and compliance and patient count information for client specific markets for the retail and mail channels.



About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).