

# IQVIA National Sales and Prescription Insights for Life Sciences

*The most trusted data source for accurate measurement of prescription and sales trends in the pharmaceutical industry*

## 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 empowers commercial leaders by helping them understand the full impact of market events and drivers (both growth and decline). The combination of these datasets 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 business leaders clear line of sight, addressing key business questions:

- 1 Which distribution channels are driving growth in a particular area?**
- 2 What are the fastest growing therapeutic markets?**
- 3 Who are the key manufacturers within each therapy?**

IQVIA National Sales and Prescription Insights provide business leaders with a full supply and demand analysis that includes deep insight into the competitive landscape along with important channel dynamics broken down by individual therapeutic areas, so teams make informed decisions backed by credible, proven data sources.

## Why IQVIA National Sales and Prescription Insights?

**<30**

Seconds to pull data with six years of history via SMART.

**94%**

Retail Rx coverage across markets.

**97%**

Non-retail coverage into consumption and administration in hospitals, clinics, long-term care, home health, etc.

**~100**

Direct sales manufacturers which can be a substantial portion of total sales for niche and high-valued markets like oncology.

**230+**

Rx quality edits run every week.

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 so business leaders can identify viable market opportunities. Teams can answer critical questions and make confident informed business decisions at every stage of the commercial process from research and development and financial analysis to launch planning and new acquisition.



## Business use cases



### RX AND SALES TRENDS FOR MEASUREMENT OF BRAND PERFORMANCE

- Assess market opportunities and trends.
- Analyze the impact of market events and marketing programs.
- Gain insight into trends for specific patient age and gender groups.
- Understand the impact of copay on dispensed Rx volumes for each NDC.
- Model pricing insights for new product or line extension pricing.



### COMPETITIVE AND MARKETING ASSESSMENT

- Adapt marketing strategies and investments based on competitive successes and vulnerabilities.
- Assess competitive landscape when launch planning.
- Establish state and MSA regional areas of competitive concentration.
- Benchmark brand erosion and generic penetration for lifecycle planning.
- Develop pricing approaches based on price variance among competitive products by channel.



### SUPPLY AND DEMAND MODELING, BUSINESS PLANNING AND DEVELOPMENT

- Develop strategies based on the fastest growth therapy areas.
- Size market opportunities, potential market growth.
- Assess manufacturer launch success for licensing opportunities.
- Research "best fit" to identify merger and acquisition targets.



### BRAND- AND MARKET-LEVEL FORECASTING

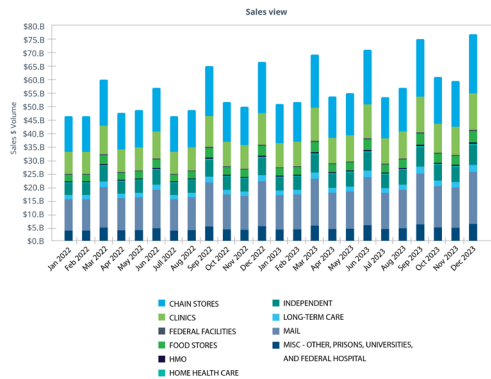
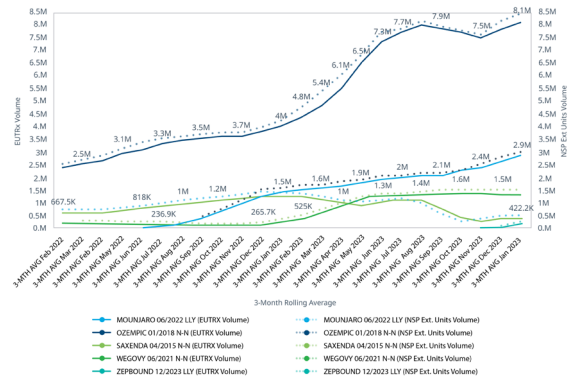
- Set realistic forecasts.
- Monitor performance and update forecasts each month.
- Develop marketing programs, forecasts, sales strategies, and messaging.
- Tailor programs and corrective actions for specific patient age and/or gender groups.
- Build monthly communications for all stakeholders, senior management, and investment relations.

# Sample outputs



## NSP and NPA use cases

Anti-obesity supply and demand trends



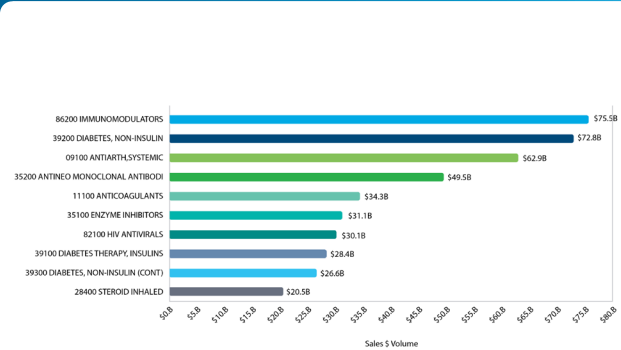
## Total pharmaceutical market

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, bringing 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](#).