

# IQVIA National Sales and Prescription Insights

*Foundational data for understanding and evaluating key market drivers and dynamics by product and therapeutic area*

## Today's reality

When it comes to engaging with pharma, teams need timely intelligence to support pre-sale and ongoing engagement conversations. They need to understand the dynamics of the changing pharmaceutical marketplace across all products and therapy classes, and information that will help target and identify new opportunities as well as the insights and knowledge to move these opportunities to the next level.

To get there, teams need reliable, easy-to-access information and transparent analytic methodologies. They need insights into product and therapeutic class performance and important market events from legislation changes and natural disasters, to new launches, generic penetration, and evolving industry trends.



## The right solution — IQVIA National Sales and Prescription Insights

By combining two of IQVIA's foundational, gold standard offerings, National Sales Perspectives (NSP) and National Prescription Audit (NPA), the IQVIA National Sales and Prescription Insights solution empowers agency and consulting teams to have an informed dialogue with pharma companies that includes elevated knowledge of key products, overall therapy performance, and emerging market trends.



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 provides the ability to understand supply and demand analyses and includes deep insight into the competitive landscape along with important channel dynamics broken down by individual therapeutic area so teams can provide recommendations 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 of data in the pharma and financial communities, IQVIA National Sales and Prescription Insights offers comprehensive, consistent, and reliable market coverage to identify viable market opportunities. Teams can answer critical questions, prepare for business discussions, and make informed recommendations at every stage of engagement.

## Business use cases



### RX AND SALES TRENDS FOR BRAND AND THERAPY CLASS PERFORMANCE

- Assess market opportunities and trends.
- Analyze the impact of market events and marketing programs.
- Gain insight into trends for specific products and therapy areas.
- Provide dashboards to all stakeholders.



### MARKETING ASSESSMENT

- Recommend marketing strategies based on competitive successes and vulnerabilities.
- Assess competitive landscape for customer's product or therapy of interest.
- Benchmark brand erosion and generic penetration.



### 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.



### BRAND- AND MARKET-LEVEL AND CAMPAIGN ASSESSMENT

- Monitor performance and update forecasts.
- Develop marketing programs, forecasts, sales strategies, and messaging.



# 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.

### **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](#).