

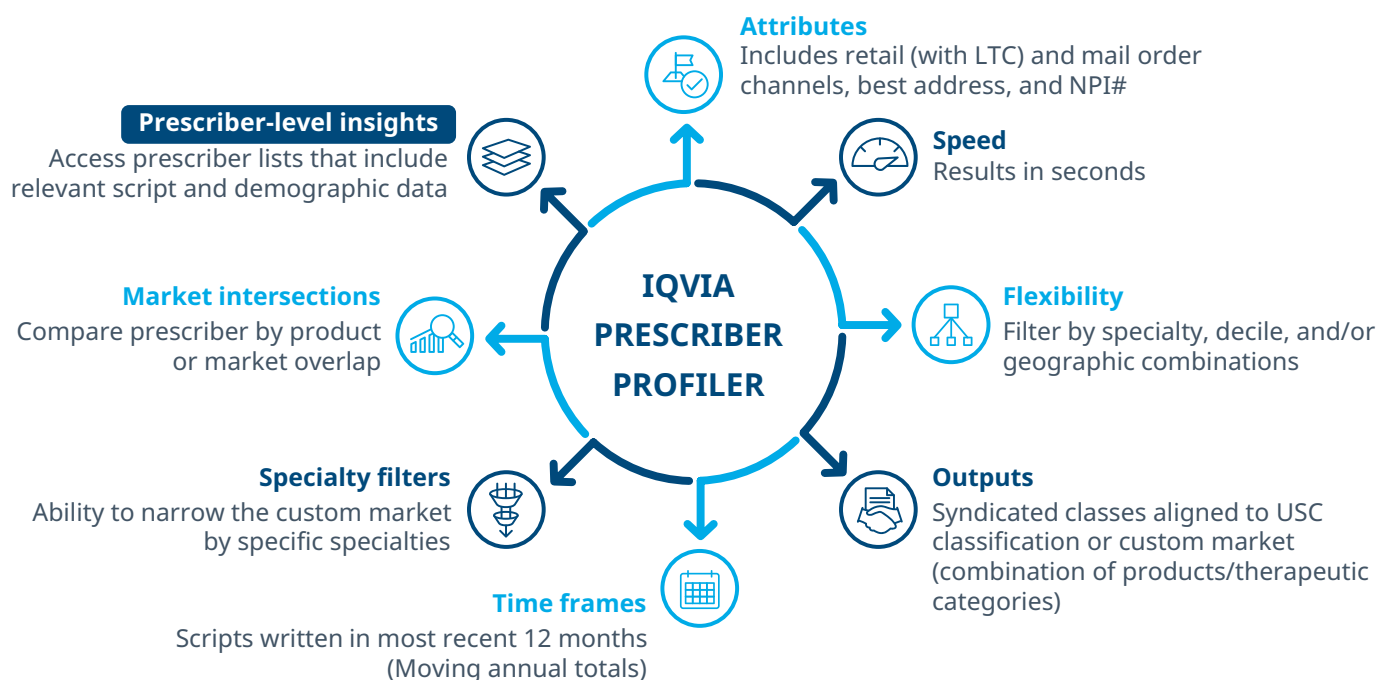
# IQVIA's Prescriber Profiler Solution

*A fast, accurate, customizable reporting tool to identify and extract a list of top prescribers by product classification and therapy area*

## Today's reality

When it comes to accurately assessing an addressable audience of healthcare professionals (HCPs) for business planning or research, commercial teams and agencies need an efficient, customizable, and affordable way to understand who the top prescribers are for specific products by classification and an easy way to see what's available in a particular therapy area. They need access to a full view of accurate prescription data by provider that can help them identify their market opportunities and narrow down to the lowest product level by specialty, decile, and geography with an understanding of any associated costs so that they can make accurate and timely business decisions.

## The right solution — IQVIA's Prescriber Profiler



Prescriber Profiler combines IQVIA's powerful Xponent data with prescriber demographic information to accurately identify key opportunities for business development, licensing, litigation, market research, sales force planning, and more.

IQVIA Prescriber Profiler assesses key activity by market, decile, and product, empowering users to better understand what products are being prescribed by which HCPs and identifies an accessible list of top script writers for evaluation and focus. Prescriber profiler combines 12 months of moving annual data (MAT) with decile reporting and the ability to narrow down to the lowest product and classification level, and can be easily customized by specific specialties and geographic areas to help commercial and financial teams improve planning and decision making quickly and affordably for any therapy area.

# Why IQVIA Prescriber Profiler?

IQVIA Prescriber Profiler reporting allows organizations to quickly and easily evaluate and optimize their commercial strategy with insights into:



**Market size:** Gain an understanding of prescriber and prescription dynamics.



**Validation:** Create and validate mailing lists.



**Sales efforts and call planning:** Identify high-potential opportunities and prescribing groups and adjust sales outreach in areas where you may be under- or over-deployed.



**Overlap:** Analyze the intersection of prescribers between market or product scenarios.



**Segmentation:** Group prescribers by geography for promotional campaigns.



**New markets:** Evaluate growth areas and potential new markets or identify co-marketing or licensing opportunities.



**Prescribing trends:** Identify and monitor new and total prescription activity over time to identify trends for internal and competitive products.



**Client called on prescriber files:** IQVIA can match company call information on prescribers by sales territory by IMSID or NPI#.

## Business use cases

### Market assessment



- Gain an understanding of the prescriber/prescription dynamics — top providers, highest prescriber by specialty, etc.
- Identify the distribution of specialty by decile for a particular product or market.
- Identify the number and percent of prescribers and prescriptions by decile for a product(s) or market.

### Business planning



- Evaluate or segment prescribers by geographic area to optimize outreach and promotional campaigns.
- Focus on sales efforts and call planning — identify high/low potential opportunities, high prescribing groups, and adjust areas where you may be under or over-deployed.

### Opportunity evaluation



- Run an 'overlap' analysis to the intersection of prescribers between market or product scenarios.
- Evaluate growth opportunities and potential new markets.
- Evaluate co-marketing or licensing opportunities.

### Prescriber response and promotional effectiveness

- Access campaign impact against a specific list of prescribers based on customizable criteria or your own prescriber data.
- Evaluate the response and effectiveness of a specific set of prescribers based on their behavior relative to specific promotional activities
- Measure and understand promotional campaign impact over time.

## Prescriber list — Available details

OUTPUT CODE	OUTPUT DESCRIPTION
ME_NBR	The 11-digit number assigned to every physician member of the AMA in the United States by the American Medical Association for identification and recording of basic physician information and CME credits.
NPI	A National Provider Identifier or NPI is a unique 10-digit identification number issued to HCPs in the United States by the Centers for Medicare and Medicaid Services (CMS).
IMS_RXER_ID	IMS 7-digit prescriber number assigned to the prescriber.
DEA	DEA number
DEA_EXPR_DT	DEA expiration date
LAST_NM	Prescriber last name
FIRST_NM	Prescriber first name
MID_NM	Prescriber middle name
ADDRESS1	First line of prescriber's address
ADDRESS2	Second line of prescriber's address
CITY	City
ST_CD	State or Province
ZIP	ZIP code
PHONE_NBR	Phone number
AGE	Physician's age
LOCATION_DESC	Type of practice office (Group practice, Self employed, Government, City/County hospital, etc.)
SPECIALTY_DESC	Primary specialty
DEGREE_DESC	Degree of prescriber (Dentist, Doctor of osteopathy, Medical doctor, Nurse practitioner, Optometrists, Physician Assistant, Podiatrist, Veterinarian).
AMA_DO_NOT_CONTACT_IND_DESC	AMA No Contact Flag. CONTACT ALLOWED or DO NOT CONTACT. If a prescriber has "DO NOT CONTACT" then a company cannot contact the prescriber via mail, telephone or fax for marketing purposes.
AMA_PDRP_IND_DESC	Denotes if a prescriber has opted to participate in the AMA Prescribing Data Restriction Program.
ACT_IND_DESC	Active / Inactive
DECILE_TOTAL	Decile the prescriber is in the market over a rolling 12 months. If blank, no data is available for this prescriber.
TRX_TOTAL	Total sum of all Rx's for all products within a given market for a prescriber.
NRX_TOTAL	Total sum of all New Rx's for all products within a given market for a prescriber.
DECILE_PRODUCT	Decile the prescriber is in the for that <b>product</b> over a rolling 12 months. If blank, no data is available for this prescriber.
TRX_PRODUCT	TRx of named <b>product</b> over a rolling 12 months. If blank, no data is available for this prescriber.
NRX_PRODUCT	NRx of named <b>product</b> over a rolling 12 months. If blank, no data is available for this prescriber.

## Decile reporting outputs

**Market Decile Report:** Provides the counts of prescribers and prescription activity for the overall market and each product within that market. (Included with the online subscription or as an ad-hoc report through IQVIA.)

### PRESCRIBER PROFILER

#### DECILE (10) TRX

6/1/2021

DECILE 1 = LOW WRITERS AND DECILE 10 = HIGH WRITERS BY TRX

TOTAL PRESCRIBERS												
Decile	Prescribers	Prescribers %	TRx	Min TRx	Max TRx	Avg TRx	TRx %	NRx	Min NRx	Max NRx	Avg NRx	NRx %
1	227,745	68.35%	1,352,113	0.70	21.08	5.94	10.00%	735,212	0.00	21.06	3.23	12.19%
2	44,405	13.33%	1,352,115	21.09	42.87	30.45	10.00%	623,915	0.00	42.78	14.05	10.34%
3	24,739	7.42%	1,352,168	42.88	70.16	54.66	10.00%	604,339	0.00	70.04	24.43	10.02%
4	15,391	4.62%	1,351,757	70.17	112.80	87.83	10.00%	601,455	2.01	112.66	39.03	9.97%
5	9,301	2.79%	1,352,457	112.81	197.39	145.41	10.00%	614,284	3.01	193.61	66.04	10.18%
6	5,065	1.52%	1,352,315	197.41	369.80	266.99	10.00%	638,096	12.21	368.14	125.95	10.58%
7	2,815	0.84%	1,351,745	369.85	618.42	480.19	10.00%	604,865	53.11	590.94	214.87	10.03%
8	1,798	0.54%	1,352,332	618.49	918.34	752.13	10.00%	561,488	94.30	840.09	312.28	9.31%
9	1,224	0.37%	1,351,253	918.61	1,366.16	1,103.96	9.99%	536,173	166.19	1,144.15	438.05	8.89%
10	740	0.22%	1,353,505	1366.21	4,595.04	1,829.06	10.01%	512,367	265.68	1,999.13	692.39	8.49%
	333,223	100.00%	13,521,760	0.70	4,595.04	40.58	100.00%	6,032,193	0.00	1,999.13	18.10	100.00%

ADMELOG												
Decile	Prescribers	Prescribers %	TRx	Min TRx	Max TRx	Avg TRx	TRx %	NRx	Min NRx	Max NRx	Avg NRx	NRx %
1	18,932	55.55%	40,913	0.76	5.04	2.16	9.97%	23,384	0.00	5.04	1.24	14.30%
2	5,848	17.16%	41,162	5.05	9.78	7.04	10.03%	15,736	0.00	9.77	2.69	9.62%
3	3,396	9.97%	41,006	9.79	15.09	12.07	9.99%	14,834	0.00	15.05	4.37	9.07%
4	2,209	6.48%	41,093	15.10	23.36	18.60	10.01%	15,443	0.00	23.15	6.99	9.44%
5	1,422	4.17%	41,080	23.37	35.98	28.89	10.01%	15,585	0.00	35.77	10.96	9.53%
6	920	2.70%	40,968	35.99	55.69	44.53	9.98%	15,964	0.00	55.22	17.35	9.76%
7	603	1.77%	41,068	55.73	84.64	68.11	10.00%	16,192	3.12	83.64	26.85	9.90%
8	385	1.13%	41,028	84.66	138.13	106.57	9.99%	15,492	4.21	135.56	40.24	9.47%
9	240	0.70%	41,088	138.27	220.21	171.20	10.10%	16,213	9.73	220.21	67.55	9.91%
10	123	0.36%	41,124	221.31	808.99	334.34	10.02%	14,693	32.33	561.82	119.46	8.98%
	34,078	100.00%	410,529	0.76	808.99	12.05	100.00%	163,536	0.00	561.82	4.80	100.00%

**Specialty Decile Report:** Provides the distribution by specialty by decile for a product or a market. (Included with the online subscription or as an ad-hoc report through IQVIA.)

TOTAL PRESCRIBERS												
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	333,223	100.00%	13,521,760	0.70	4,595.04	40.58	100.00%	6,032,193	0.00	1,999.13	18.10	100.00%

**Cross Market Intersection Report:** Provides the overlap analysis of a product vs. product, market vs market, product vs market. (CMI decile reports are included with the online subscription.)

**PRESCRIBER PROFILER DECILE (10) TRX 7/11/2021**

PHENTERMINE HCL												
Jardiance	Rank	1	2	3	4	5	6	7	8	9	10	Total
	1	27,409	6,829	3,653	2,203	1,379	889	581	296	146	38	43,423
	2	7,686	2,578	1,558	1,044	684	478	263	163	70	8	14,532
	3	4,277	1,655	1,005	684	494	321	205	116	34	2	8,793
	4	2,756	1,085	753	533	345	269	177	99	40	4	6,061
	5	1,931	733	482	412	277	192	153	84	26	6	4,296
	6	1,322	544	396	288	230	168	130	60	21	5	3,164
	7	998	403	292	188	138	112	85	48	15	2	2,281
	8	630	267	157	143	123	86	72	37	22	5	1,542
	9	411	173	105	79	79	55	49	32	13	2	998
	10	190	90	57	39	41	32	31	26	9	4	519
<b>Total Prescribers</b>	47,610	14,537	8,461	5,613	3,790	2,602	1,746	961	396	76	85,609	



**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](#).