

# International Reference Pricing Dashboard

*Optimize your pricing strategy*

## Your Challenge

**UNDERSTAND THE EFFECT OF INTERNATIONAL REFERENCE PRICING ON YOUR MARGINS.**

Over time, International Reference Pricing can have a serious impact on your business.

In reducing prices, IRP causes revenue leakage and margin erosion. So that you can properly manage your pricing and develop your financial plans, you need an easy way to monitor IRP activities and simulate their effect on revenue.

## The Solution

**AN INTELLIGENT, INTERACTIVE SIMULATOR FOR MANAGING PRICES.**

The PharmaReport IRP solution lists the detailed IRP rules by country. It allows you to run “what if” scenarios to understand the impact of different variables (referencing events, list/net price changes, volume adjustments and the like) on your margins. You can compare the simulated effect on prices or revenues, over time.

You can also run launch sequencing analyses for new products or new indications to identify the best performing launch scenario. Set up these analyses using calculations based on country characteristics (such as the initial price, the IRP rule, and the timing of expected IRP activities) and your own expertise.



### FEATURES FOR OPTIMAL PRICE MANAGEMENT

- Complete and detailed IRP rules by country
- Adjustable calendar of referencing events and price publications
- “What-if” simulations with low/medium/high probability events
- Launch sequencing analyses
- Interactive reports
- Can integrate with your own systems
- Ability to drill into and examine events in detail



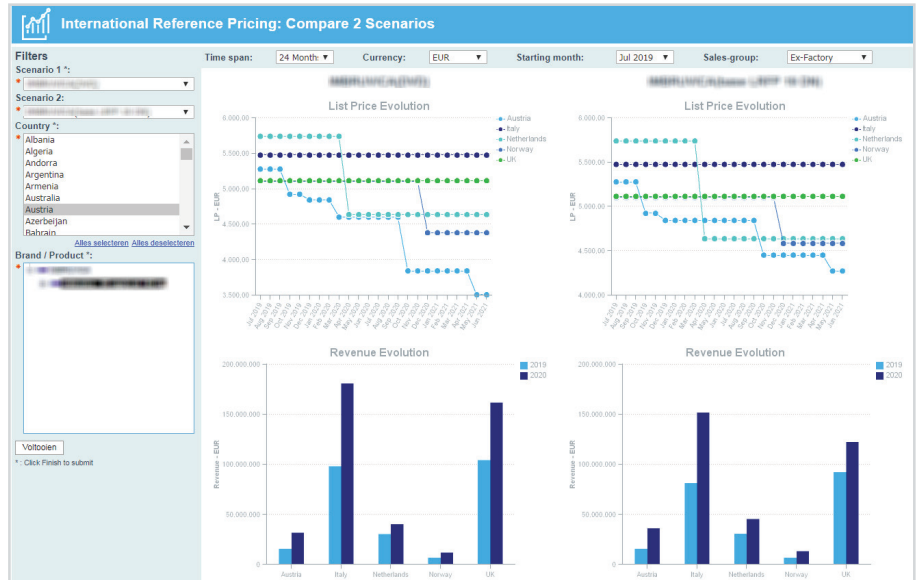
## The Results

### PREDICT THE EFFECT OF INTERNATIONAL REFERENCE PRICING, MARKET BY MARKET.

Rather than having to face an uncertain future, you'll have the insights you need to prepare for, and respond to, unwanted turns of events. You don't need to wait for results from third-party analysts but have full autonomy to learn what you need to know, report to management, and act decisively. And, you can optimize your revenues for new product launches or new indications by adapting the timing of your country launches.

The IRP module is designed to help you manage your pricing and revenues efficiently by:

- Examining the evolution of prices, revenues, and margins over time
- Correctly interpreting the implications of pricing events
- Monitoring the impact of pricing actions
- Reacting to changing conditions in a timely fashion



## About PharmaReport

The International Reference Pricing application is part of the PharmaReport suite described in a separate fact sheet. IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.

### CONTACT US

To learn more about how the International Reference Pricing module can speed your time to insight, please contact your key account manager

[iqvia.com](http://iqvia.com)

