IQVIA™

REAL-WORLD LONGITUDINAL PRESCRIPTION (LRx) DATA

The market dynamics and patient behavior that underlie performance

YOUR CHALLENGE

SALES DATA TELL YOU HOW YOUR PRODUCT IS DOING AT ANY POINT IN TIME, BUT THEY CAN'T EXPLAIN WHAT'S GOING ON BENEATH THE SURFACE.

To keep your brand on track, you need to understand the underlying dynamics of product initiation and switching, and patient compliance. Only then can you react appropriately to subtle changes in your brand's evolution.

THE SOLUTION

LONGITUDINAL METRICS ON PRESCRIBERS, PATIENTS, AND DISPENSED PRODUCTS.

IQVIA collects details on dispensed prescriptions from a panel of retail pharmacies representing 30 percent of all chain and privately-owned stores in Belgium. The database, which is refreshed monthly and includes over ten years of historical data, captures specifics on the product dispensed, the anonymized prescribing physician, and the anonymized patient.

METRICS TRACKED OVER TIME

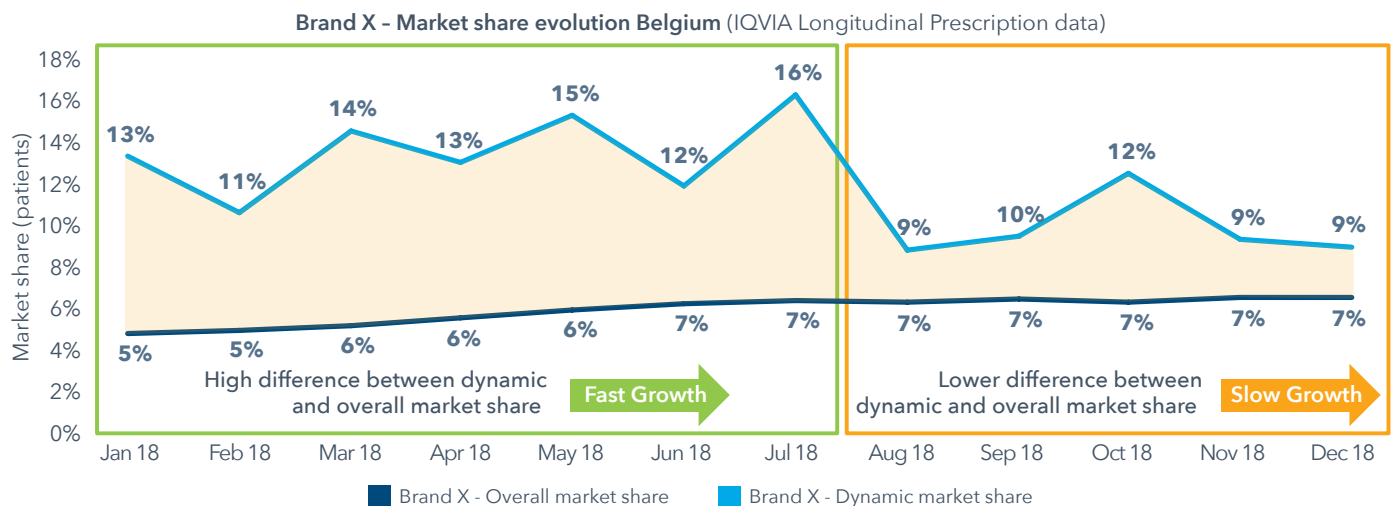**Product**
- Pack
- Size
- Strength
- Generic/copy
- Molecule

Prescriber
- GPs and 25 specialties
- Physician location
- Individual anonymous doctor code

Patient
- Unique, anonymous ID
- Gender
- Year of birth (a posteriori analyses)

The higher the difference between the dynamic market share and the overal market share, the faster the growth

Brand X – Market share evolution Belgium (IQVIA Longitudinal Prescription data)

Market share (patients)

Dynamic market share values: Jan 18 13%, Feb 18 11%, Mar 18 14%, Apr 18 13%, May 18 15%, Jun 18 12%, Jul 18 16%, Aug 18 9%, Sep 18 10%, Oct 18 12%, Nov 18 9%, Dec 18 9%

Overall market share values: Jan 18 5%, Feb 18 5%, Mar 18 6%, Apr 18 6%, May 18 6%, Jun 18 7%, Jul 18 7%, Aug 18 7%, Sep 18 7%, Oct 18 7%, Nov 18 7%, Dec 18 7%

High difference between dynamic and overall market share — **Fast Growth**

Lower difference between dynamic and overall market share — **Slow Growth**

■ Brand X - Overall market share ■ Brand X - Dynamic market share

This Real-World Longitudinal Prescription (LRx) details, tracked over time, provide insight into:

- ☑ **Share of patients on treatment**

- ☑ **Source of business:** Information about the share of New, Switch, Repeat and Lost patients for each brand in the market

- ☑ **Switch dynamics:** An overview per brand from what products the brand is winning patients from and to what products the brand is losing patients to

- ☑ **Dynamic market share:** measuring if a brand captures more dynamic patients in terms of share than its market share. If so, its market share will increase and tend to its dynamic market share. In other words, the brand captures more dynamic patients than needed to replace those who stop

- ☑ **Patient compliance:** how well does a patient comply with posology recommendations

- ☑ **Patient persistence:** how long does a patient stay on treatment with your brand

- ☑ **Prescriber importance:** which specialties are responsible for the greatest uptake of a brand

THE RESULTS

With a view of what is happening behind the scenes that impacts prescription volumes, you can react quickly to:

- Detect future brand performance faster than with sales data

- Direct your focus on the right specialty

- Prevent brand cannibalization or promote the halo effect

- Develop and target programs to support patient compliance

ANSWERS TO KEY QUESTIONS

- How is the **share of patients** on a brand evolving?

- Is my brand **capturing patients** at a sufficient rate to sustain its performance?

- What **treatment** were newly gained patients **using previously**? What treatment are lost patients **moving to next**?

- What is the **share of newly initiated versus repeat patients** each month, per brand?

- Which **patient dynamic** is impacting the growth of my brand negatively?

- How are initiations by specialty on my brand compared to the **competitor's**?

- At what point do **patients start dropping off** therapy?

- Are there **different prescribing habits** in the North and South?

IQVIA™