

WEEKLY INSIGHTS

A preview to a product's future performance for improved brand and territory performance

When business decisions can't wait, you can rely on **Weekly Insights** to provide a preview of the future performance of product sales, allowing sales and marketing targets to be established and managed against actual performance more effectively.

For example, tracking the critical 13-week period of an event, such as new product launch or new competitor on a weekly and monthly basis, enables you to provide up-to-date financial management reports and react faster to changes in the marketplace.

Weekly Insights monitors weekly Rx uptake by Prescribers so that marketing efforts can be adjusted accordingly. Modules provide the flexibility to tailor your Weekly Insights subscription to your business needs. Web-based dashboards are easy to use and information can be exported to MS Excel.

BENEFITS

- Mistakes need to be identified early to avoid impact on future sales
- Successes need to be quickly shared across the entire team, to maximize results
- Early detection of developing trends helps to inform sooner, so corrective actions can be taken earlier
- More data points provide better understanding of emerging patterns, which allows the sales force to be better informed and equipped to act
- "One-stop shop" for integrated weekly retail-pharmacy insights, delivered via web dashboard

Weekly Insights detects developing trends much sooner to drive next action at all stages of the lifecycle

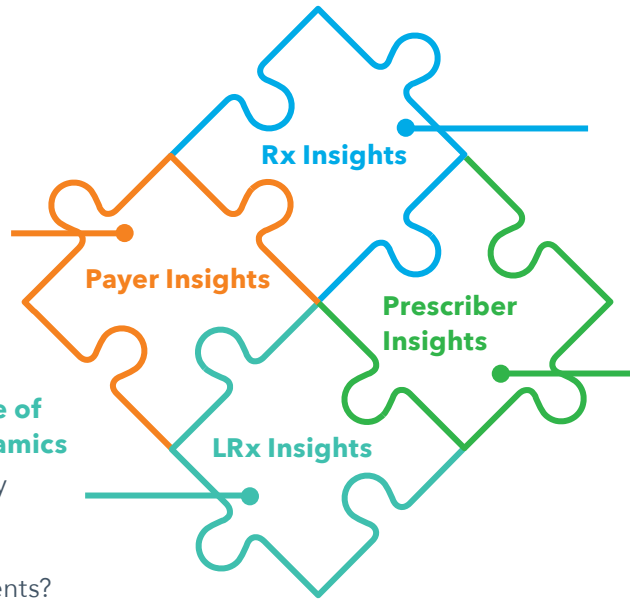


Provides weekly payer-level insights

- What is my product's penetration into the public and private markets by region?
- Are there specific regions in which the payer landscape is different for my product relative to my competitors?

Provides insights into source of business and switching dynamics

- What is my product's and my competitors' primary source of business: new, added-on, switched, or continued patients?



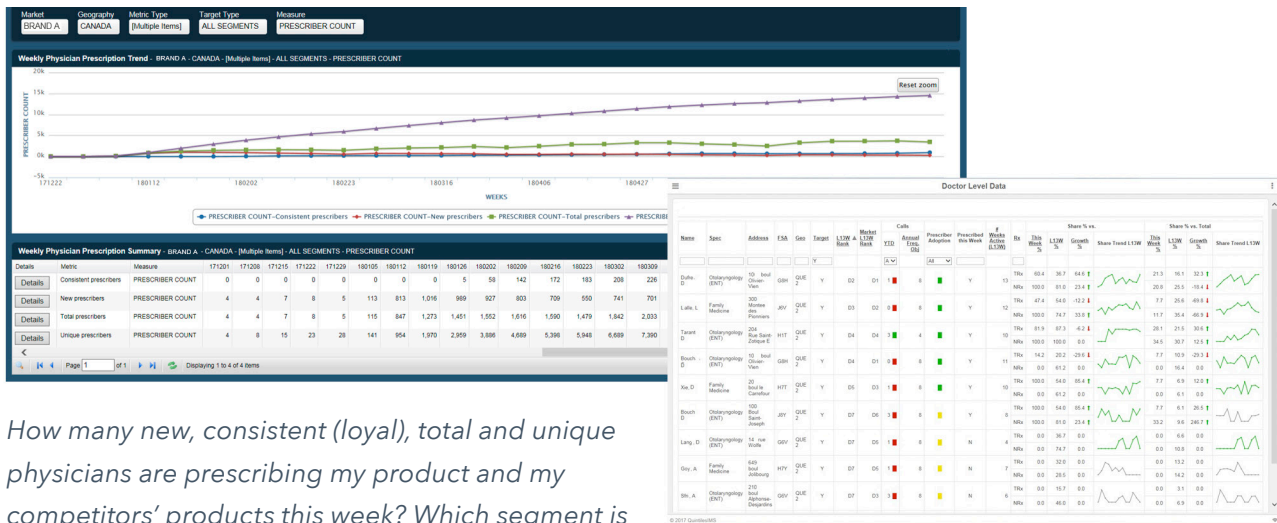
Measures the outflow of Rx drugs from retail pharmacies on a weekly basis

- What is the weekly total and new/new-to-brand uptake of my product and my competitor's product by region?
- Are there differences in product uptake by segment or regions?

Measures weekly Rx uptake by physicians and segments

- How many physicians are prescribing my product and my competitors' products this week? Who are they?

The complete combination of Weekly Insights dashboard views gives you visibility to national, provincial, territory-level and physician-level KPIs.



How many new, consistent (loyal), total and unique physicians are prescribing my product and my competitors' products this week? Which segment is growing the fastest?

TO LEARN MORE ABOUT WEEKLY INSIGHTS, PLEASE CONTACT YOUR IQVIA REPRESENTATIVE OR EMAIL CANADAINFO@IQVIA.COM

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