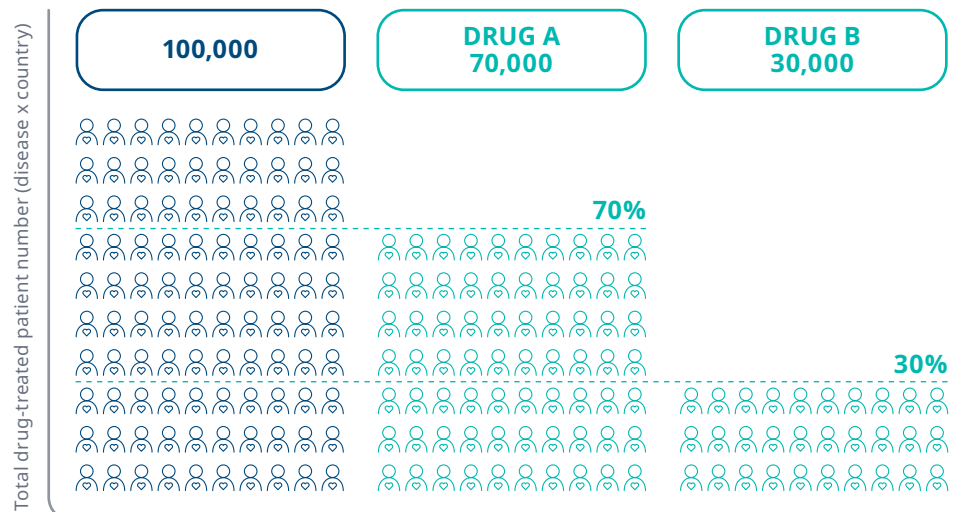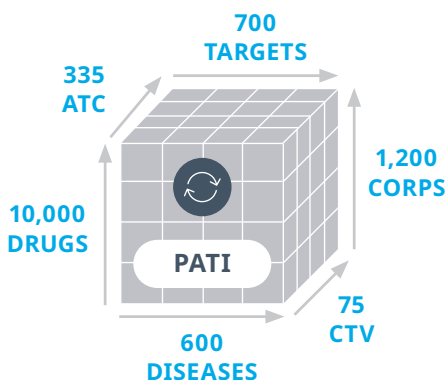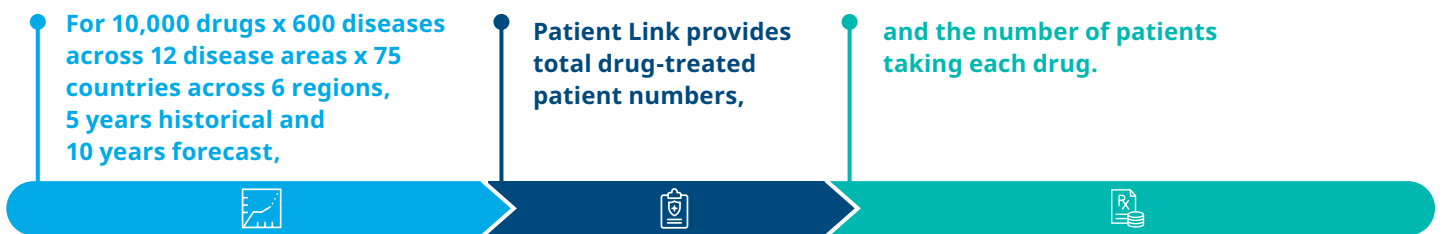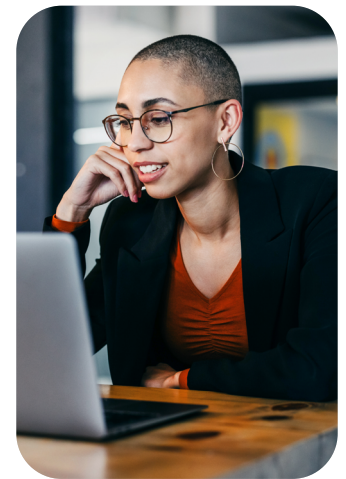**IQVIA**

Access granular patient numbers to truly understand market dynamics in your market

IQVIA Patient Link derives drug-treated patient numbers for 10,000 drugs across 600 diseases and 75 countries

Get quantifiable insights at the click of a button

Quantifying the number of patients a drug is being used to treat, with multiple factors such as dosing and adherence to take into account, is a complex and time-consuming task to do for even a single product.
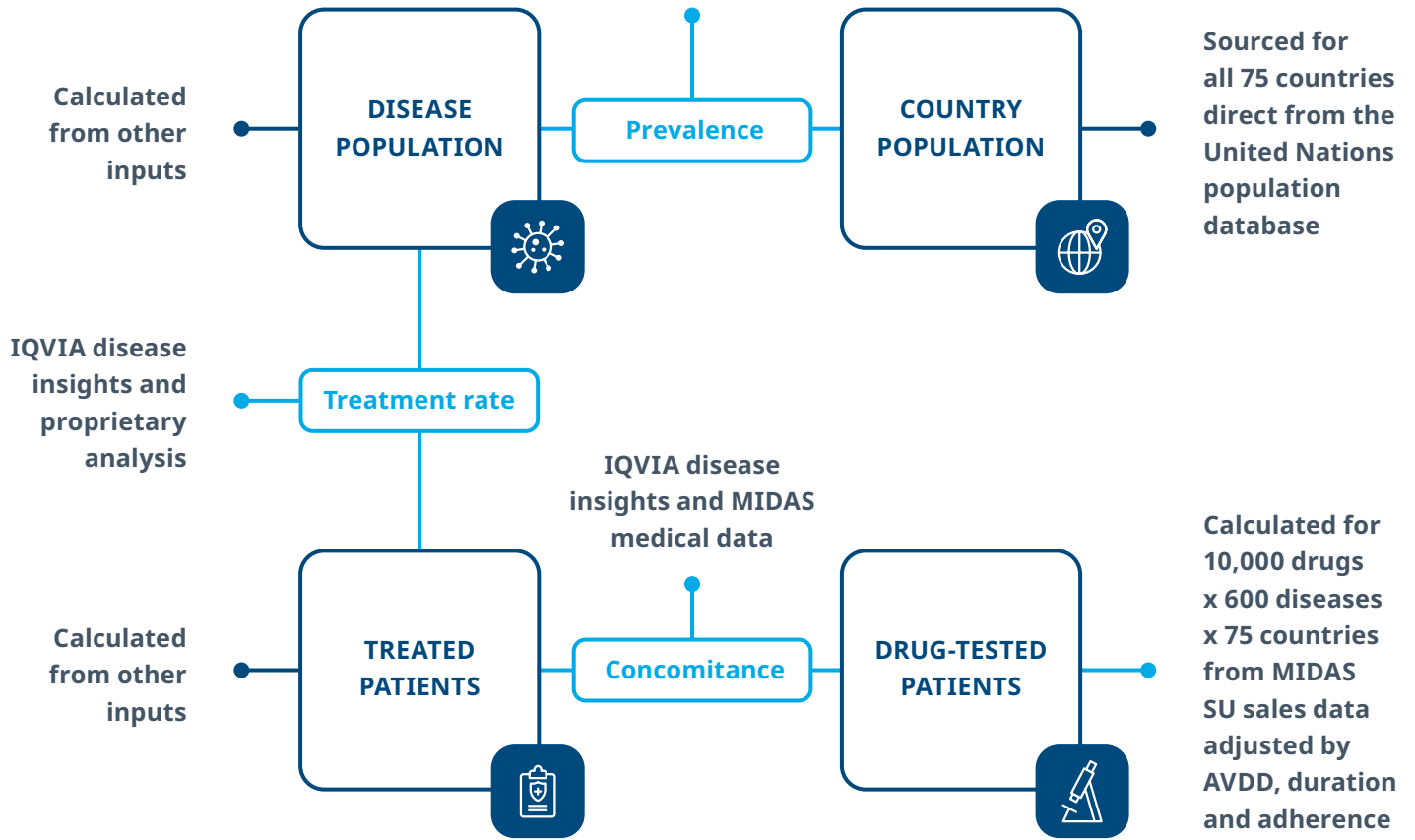
As part of the IQVIA Analytics Link ecosystem, Patient Link systematically derives drug-treated patient numbers for 10,000 drugs across 600 diseases and 75 countries, with transparently set out assumptions, to give you access to this valuable datapoint at the click of a button. It adds the critical metric of drug-treated patient numbers to the ecosystem, providing country-specific historical and forecast patient number estimates, and directly relating them to observed drug sales, volumes and patient days.

For 10,000 drugs x 600 diseases across 12 disease areas x 75 countries across 6 regions, 5 years historical and 10 years forecast,

Patient Link provides total drug-treated patient numbers,

and the number of patients taking each drug.

700 TARGETS

335 ATC

1,200 CORPS

10,000 DRUGS

PATI

75 CTV

600 DISEASES

Total drug-treated patient number (disease x country)

100,000

DRUG A 70,000

DRUG B 30,000

70%

30%

Add context to the drug-level data with total country population, disease population, and total treated patients

Coming from trust-worthy resources, you can rest assured that the data is reliable, and any links to publicly available patient number sources are all transparently set out for you in the platform. Ultimately, you'll have access to source information and data that will help you to answer your key business questions.

Based on IQVIA desktop research with reference to journals (e.g the Lancet, BMJ), public bodies (e.g. the CDC, NICE), NGOs such as the AHA, and other secondary sources

Calculated from other inputs — **DISEASE POPULATION** — Prevalence — **COUNTRY POPULATION** — Sourced for all 75 countries direct from the United Nations population database

IQVIA disease insights and proprietary analysis — Treatment rate

IQVIA disease insights and MIDAS medical data

Calculated from other inputs — **TREATED PATIENTS** — Concomitance — **DRUG-TESTED PATIENTS** — Calculated for 10,000 drugs x 600 diseases x 75 countries from MIDAS SU sales data adjusted by AVDD, duration and adherence
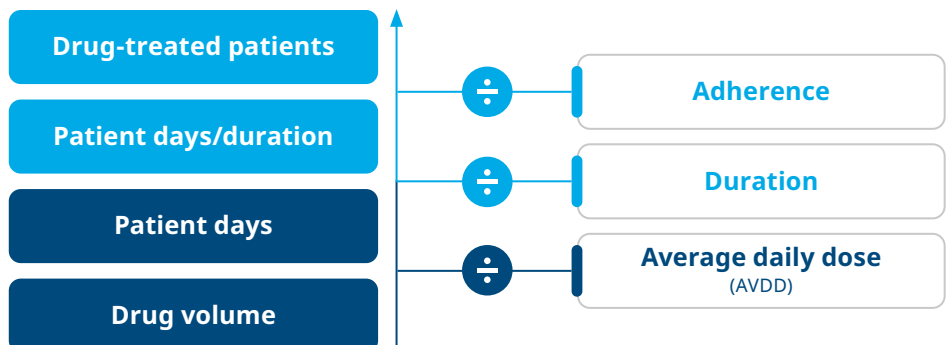
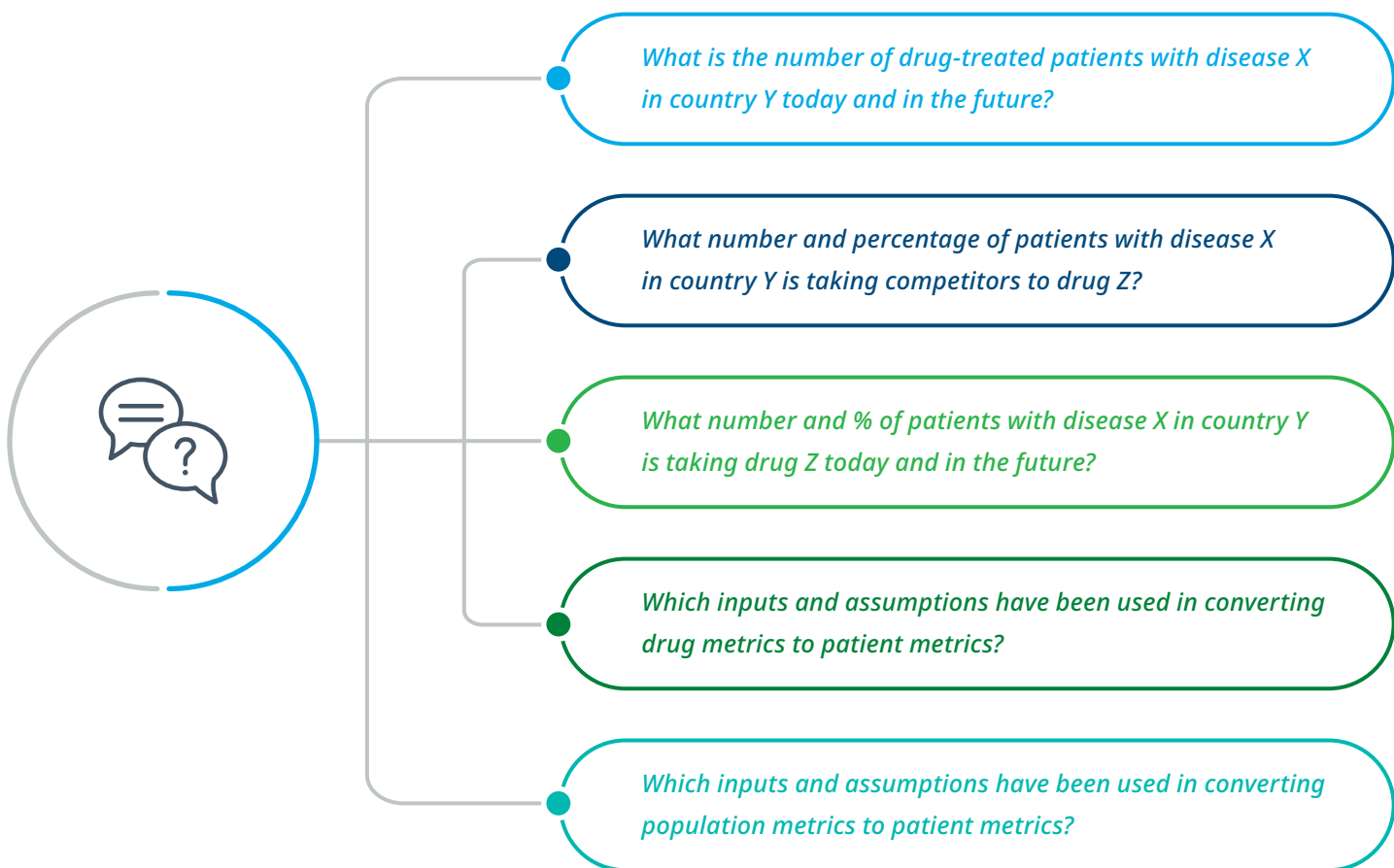## Unrivalled coverage with Patient Link

You might be wondering, why Patient Link?

Patient Link provides you with a direct connection to volume sales data. The scale, breadth of coverage and granularity of patient numbers is unrivalled.

10,000 drugs x 600 diseases x 75 countries

Drug-treated patients $\div$ **Adherence**

Patient days/duration $\div$ **Duration**

Patient days $\div$ **Average daily dose (AVDD)**

Drug volume

Find the answers you need to guide your business decisions

What is the number of drug-treated patients with disease X in country Y today and in the future?

What number and percentage of patients with disease X in country Y is taking competitors to drug Z?

What number and % of patients with disease X in country Y is taking drug Z today and in the future?

Which inputs and assumptions have been used in converting drug metrics to patient metrics?

Which inputs and assumptions have been used in converting population metrics to patient metrics?

Get deep insights into patient behavior on a wide scale

IQVIA Patient Link enables you to access an unmatched scale, coverage and granularity of patient numbers, enabling you to gain deeper insights into active patient behaviors and a clearer picture of your target patient population. Plus, you can easily put these insights into a wider perspective for greater context with the IQVIA Analytics Link Ecosystem.

Email AnalyticsLinkSales@IQVIA.com today to see how IQVIA Patient Link could benefit you.

IQVIA