

# IQVIA Hospital Pharmacy Audit (HPA)

## *Hospital Data Services*

### Improving brand monitoring and sales force effectiveness in the UK hospital sector

IQVIA Hospital Pharmacy Audit (HPA) give manufacturers detailed insights into how and where their products are prescribed from hospital settings. Increasingly, specialist prescribers in hospitals are the starting point for new treatments, and getting the right product to the right hospital means patients can get those revolutionary treatments quicker. Hospital Pharmacy Audit provides the insight to know where to focus efforts, and the context to support the right approach.

This intelligence supports **market sizing, sales force direction and performance measurement, strategic business planning, competition monitoring, and model assumption validation.**

#### WHY USE HOSPITAL PHARMACY AUDIT?

- **Measure** sales force effectiveness and brand monitoring
- **Gain** competitive advantage by monitoring own versus competitor product performance at a granular level
- **Target** return on investment on brand promotions and gives visibility of indication split
- **Leverage** usage by market share, volume and cash



#### KEY FACTS



Each month, IQVIA receives hospital data from approximately **270 suppliers**



Hospital Pharmacy Audit reports to **120+ different speciality types**

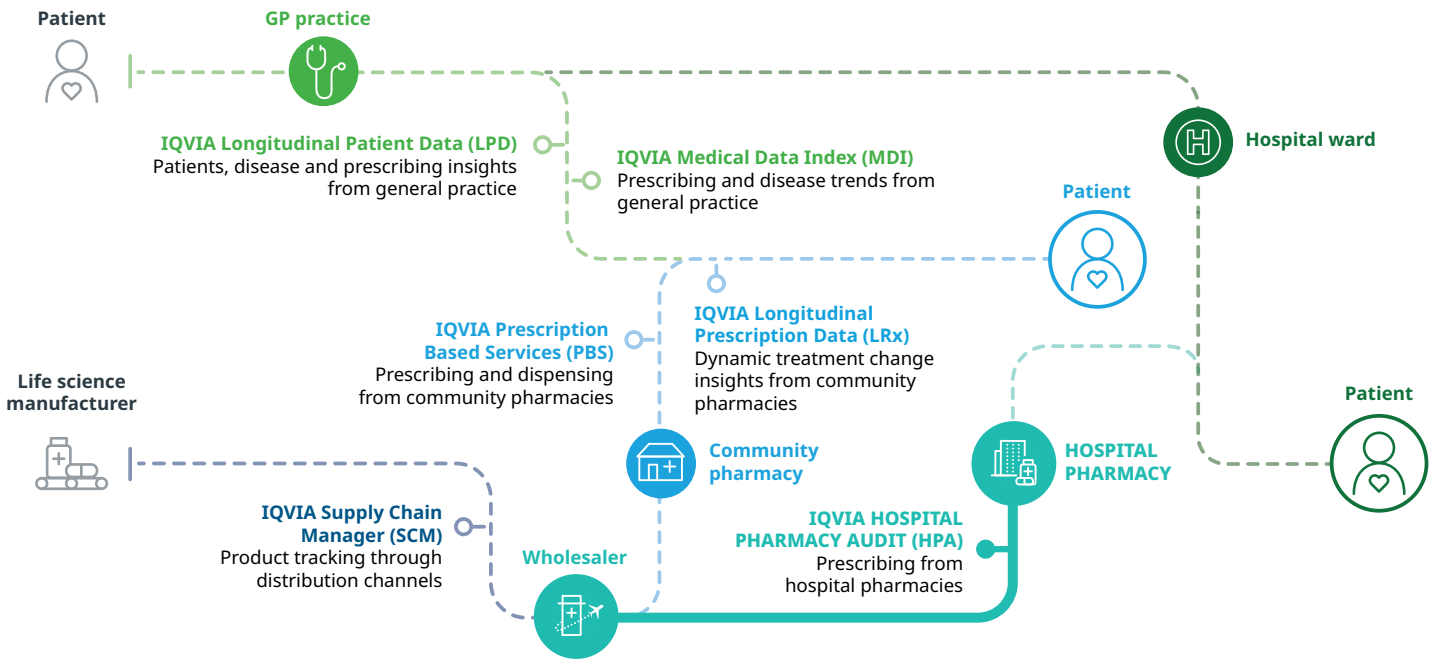
UK **panel coverage** for Hospital Pharmacy Audit is **>95%**

#### WHAT IS HOSPITAL PHARMACY AUDIT?

- Covers the entire UK secondary care market, giving visibility of volume and cash value of drug usage at hospital level for own products, and at brick level for competitor products
- Available at a national and sub-national level reporting down to departments and specialties
- It allows you to see usage for in-patient, out-patient and homecare transactions, and monitor dispensing levels by the end user
- Data is projected at a national level to account for off-panel sites
- Includes private and community dispensing through NHS Hospital Pharmacies

*IQVIA Hospital Pharmacy Audit has been the industry leading and core IQVIA offering for 30 years, providing comparative data to the pharmaceutical industry.*

## IQVIA Hospital Pharmacy Audit measures the flow of products prescribed at hospital pharmacy



Market Intelligence Solutions data map: Delivering insight on product flow, from manufacturer through to patient..

### TYPES OF HOSPITAL PHARMACY AUDIT REPORTS

Reports can be produced in online report or XML format for the following offerings:

- **National trawling** – all products at a national level down to pack granularity
- **National overview** – all products at a national level down to product granularity
- **National indepth** – bespoke market at a national level to product or pack granularity
- **Subnational** – bespoke market at hospital and brick level, to product or pack granularity
- **Combined IQVIA Prescription Based Services and IQVIA Hospital Pharmacy Audit reports** – trawling/overview/indepth reports at a national level, combined with retail pharmacy and internet pharmacy data

### WHO USES HOSPITAL PHARMACY AUDIT?

- **Business intelligence teams** – to analyse the competitive market and to identify market opportunities
- **Commercial teams** – to measure salesforce effectiveness and profiling/targeting sites for sales
- **Supply teams** – to monitor demand and manage supply

### RELATED OFFERINGS

- **Account Level Hospital Profiler** – detailed insights down to individual hospitals, and how they compare on product usage
- **Hospital Treatment Insights** – research insights into how hospital medicines are being used for particular diseases, informing studies on use, effectiveness, and safety

Only dispensing that is processed through the hospital pharmacy stock control system is captured in Hospital Pharmacy Audit.

### CONTACT US

To learn more about IQVIA Hospital Pharmacy Audit

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