IQVIA

Xponent®

The industry's premier source of prescribing insights

Xponent

Xponent delivers detailed prescriber-level prescription information for the U.S. and Puerto Rico markets. Considered the industry's premier source of prescription intelligence, only Xponent uses a customized and patented estimation methodology to generate the most accurate market estimates available.

Business use	Applications
PRESCRIBER PROFILING, TARGETING, SEGMENTATION	• Assess behavior and opportunity at the prescriber level • Target high-value prescribers with large dispensed market volumes • Tailor messages and target lists based on Rx volumes for your product and competitors
COMPENSATION, PERFORMANCE MANAGEMENT	• Set goals • Base compensation and contests on prescription volume, market share, and growth
MARKET EVENT ASSESSMENT	• Assess the impact of market events on prescriber and territory trends • Monitor prescription trends at all levels, from prescriber to national • Assess opportunities and take corrective action as needed

Unique insights into physicians' prescribing patterns

USING IQVIA'S PATENTED ESTIMATION METHODOLOGY

- Provides prescriber-level insights for your therapeutic classes.

- Delivers a total picture of prescribing activity, uniquely driven by insights into retail, mail, and specialty dispensing.

- Reports prescribers' dispensed volumes based on a combination of reported sample volume and estimated volume for non-reporting pharmacies.

- Robust, patented estimation methodology utilizing unique visibility into pharmacy purchase patterns.

UNMATCHED ACCURACY AT PRESCRIBER AND ALL LEVELS

- The most accurate measure of the universe based on reported sell in to each outlet for each product.

- A broad panel of reporting pharmacies as the basis for market estimates.

- A reflection of today's unique pharmacy dispensing dynamics, including specialty product mix.

- Key suppliers of all sizes, each one integrated to accurately reflect standard and specialty product dispensing.

Optimize sales performance

EFFECTIVELY PLAN AND EXECUTE YOUR SALES STRATEGIES

- Design balanced territories and allocate the right number and mix of sales representatives to optimize your ROI.

- Enhance sales-call effectiveness; accurately identify key prescribers and trends driving your brand's market share.

- Fairly evaluate, reward, and retain the sales performers who drive your product's success.

- Understand what is being prescribed and by which prescribers based on comprehensive data views.

Answer the questions

ACCURATE DATA SUPPORTS BETTER BUSINESS DECISIONS

- Which prescribers are high-value targets based on writing for brands and early adoption of newly launched products?

- How did each prescriber's writing change after a key market event or promotion?

- What is the appropriate growth goal for each territory based on past trends and prescribing behaviors?

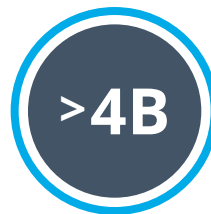- How is each territory performing against its goal?

Key Metrics

>1M	**93%**	**>4B**	**>230**
Prescribers matched with an Rx weekly	Rx coverage in retail 77% in mail 74% in LTC	Transactions processed annually across 3 channels	Quality edits run each week

IQVIA