

# National Sales Insights

*The leading industry standard for measuring sales within the U.S. pharmaceutical market*

## National Sales Perspectives™ (NSP)

Provide insight into unit volumes and acquisition price for drug shipments across all distribution channels. As the only source of national pharmaceutical sales at actual transaction prices, NSP delivers critical sales intelligence to evaluate the impact of shipment trends, new product launches, drug shortages, and fluctuations in market acquisition price and your business through:

- Monthly sales trends
- Average acquisition costs across and within channel
- Therapeutic market size and growth
- Distribution by channel:
  - » Retail: Retail chains, independents, food stores, and mail order
  - » Non-Retail: Clinics, federal facilities, home health, long-term care facilities, non-federal facilities, and miscellaneous

BUSINESS USE	APPLICATIONS
<b>Emerging drug market impact analysis</b>	<ul style="list-style-type: none"> <li>• Evaluate new product launch uptake by channel across all dispensing outlets</li> <li>• Track up-to-date trends to quickly evaluate formulary impacts (30-day lag)</li> <li>• Quantify the impact of new office-based treatments (e.g., infusions, biologics, and biosimilars)</li> </ul>
<b>Market event intelligence</b>	<ul style="list-style-type: none"> <li>• Gain timely granular insight to track manufacturer-level shipping trends related during drug shortages</li> <li>• Track product-level shifts related to new market launches, recalls, black box warnings, and loss of exclusivities (LOEs)</li> <li>• Quantify impact of new business models related to manufacturing and drug shipments</li> </ul>
<b>Benefit design and contracting strategy</b>	<ul style="list-style-type: none"> <li>• Gain insight into on-invoice average acquisition price per extended unit by channel (e.g., chain, food store, independent, and mail) to inform contracting strategies</li> <li>• Assess inflation trends by class, drug, and manufacturer</li> <li>• Trend acquisition price impacts after key market events such as LOE or product launch</li> </ul>

# Coverage and metrics

Sourced from both indirect and direct sales suppliers and projected nationally, NSP offers the ability to track and measure shipment volumes and on-invoice acquisition price across distinct retail, non-retail, and mail order channels of distribution. As the most complete sales database in the industry, NSP has the precise intelligence to help you realize the following benefits:

- Track manufacturer distribution trends
- Evaluate invoice acquisition costs by outlet type
- Forecast drug market trends with greater accuracy

## DELIVERY OPTIONS

IQVIA offers the flexibility to receive NSP data via customized data extracts or a SaaS delivery tool, including SMART Solutions – U.S. Edition.

## SMART SOLUTIONS – U.S. EDITION

SMART integrates information from the largest source of curated healthcare data to deliver accurate, actionable insights. Adapting to the way you do business, SMART allows the user to cache behavior to get the answers you need quickly. You can receive information from the macro-level market analysis required by business development to the detailed, granular-level tracking and trending activities of sophisticated brand teams.

- Standard Insights includes key elements such as: Therapeutic class, corporation, manufacturer, channel, and product/form/strength/NDC-level views with sales, units, and average invoice price
- Integrated Insights delivers audit-level detail, including: Data elements and volume metrics unique to IQVIA's national sales (National Sales Perspectives), national prescription (National Prescription Audit), and Promotional Insights (Channel Dynamics) offerings

# Key metrics

**13** distinct channels of distribution

Captures approximately **88%** of U.S. drug sales ( **97%** non-retail and **84%** retail)

All channels, except mail order, are projected to represent **100%** of shipment volume

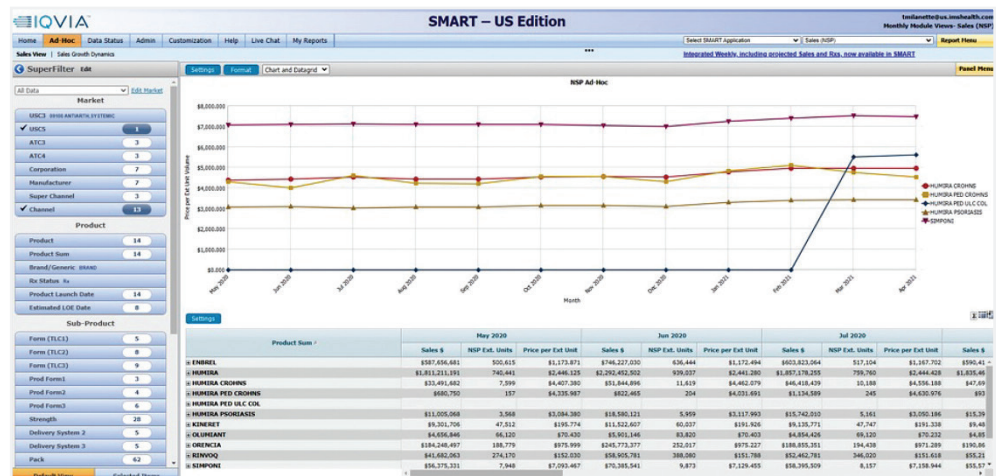
### Detail by:

- Manufacturer
- NDC
- Channel (outlet type)
- Units shipped
- On-invoice acquisition pricing

Near **100** direct sales suppliers

**442** indirect sales suppliers

Trends available weekly, monthly, and annually



# IQVIA Healthcare Solutions - The right data to make the right decisions

## WE COMBINE INDUSTRY, HEALTHCARE, AND TECHNOLOGY EXPERTISE TO SOLVE COMPLEX CLIENT PROBLEMS

The experts at IQVIA Healthcare Solutions integrate unmatched data, advanced analytics, and innovative technology to power better decision-making for transformational health outcomes and improved business results.

With more than 60 years of healthcare industry experience and partnerships with the largest payers, providers, and associations in the United States, IQVIA Healthcare Solutions is a vital partner for healthcare organizations looking to take their business performance to the next level.

## WE KNOW HEALTHCARE AND WE UNDERSTAND PAYERS' NEEDS.

- We deliver end-to-end consulting and integration solutions to ensure that you have the data, analytics, and technology you need for a true competitive advantage.
- We customize delivery of these powerful tools in the format of your organization's choice.

Learn more by visiting [iqvia.com/ushealthcare](https://iqvia.com/ushealthcare)



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**CONTACT US**

[USHealthcare@IQVIA.com](mailto:USHealthcare@IQVIA.com)

[iqvia.com/contact](https://iqvia.com/contact)