

# National Medical and Treatment Audit Diagnosis Allocation

*Optimize commercial effectiveness with insights into the patterns and treatment of disease encountered in the United States*

## National Medical and Treatment Audit (NMTA)

Offering detailed insights about the patterns and treatment of disease encountered by non-institutional providers within the United States to make more informed decisions on market opportunities, targeting, forecasting, and competitive treatments.

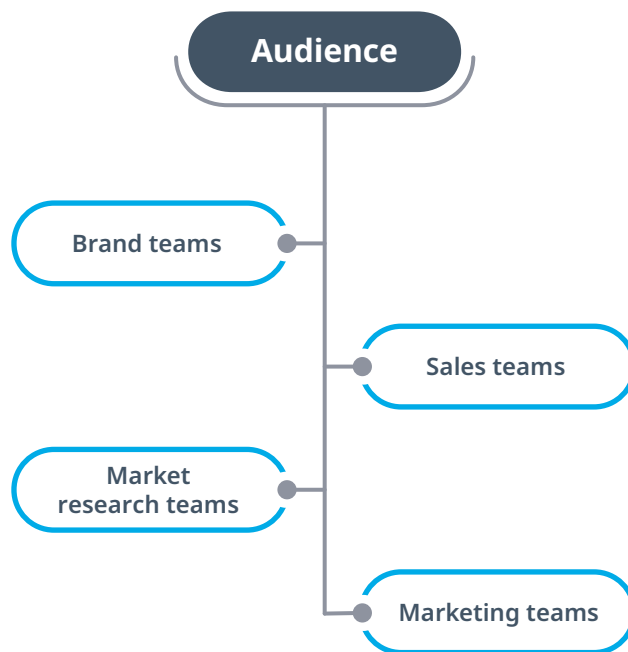
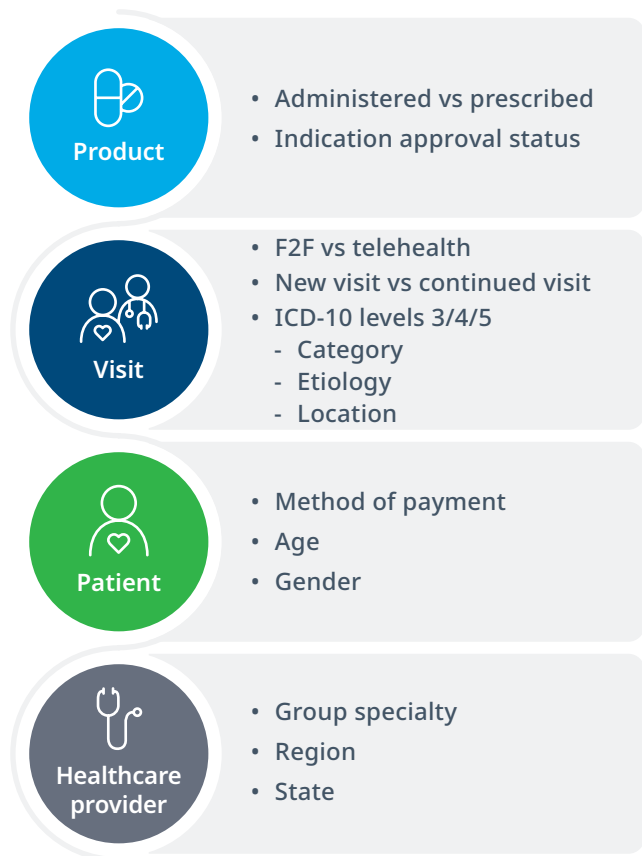
### DIAGNOSIS ALLOCATION ADD-ON MODULE

Allocation of NSP and NPA information across disease state by diagnosis.

<b>DISEASE AND TREATMENT ASSESSMENT</b>	<ul style="list-style-type: none"> <li>• ICD-10 diagnosis classification</li> <li>• Identify telehealth vs. in-person treatments</li> <li>• Track multi-indication products by usage and capture off-label use</li> </ul>
<b>PLANNING AND FORECASTING</b>	<ul style="list-style-type: none"> <li>• Develop and evaluate market entry strategies</li> <li>• Understand brand profiles by diagnosis, prescriber and patient profiles</li> </ul>
<b>COMPETITIVE ASSESSMENT</b>	<ul style="list-style-type: none"> <li>• Understand which products are used for specific diagnoses and if this changes over time</li> <li>• Identify new therapeutic categories</li> <li>• Identify competitors for each diagnosis</li> </ul>
<b>CATEGORIZING AND PROFILING</b>	<ul style="list-style-type: none"> <li>• Determine which specialties are the most important</li> <li>• Profile patient and physician demographics</li> </ul>
<b>EVALUATE MARKET OPPORTUNITY</b>	<ul style="list-style-type: none"> <li>• Size and characterize the target market based on disease and treatment patterns</li> <li>• Determine the appropriate areas for long-term research and/or short-term development</li> </ul>

# Features and benefits

## KEY DATA ELEMENTS AND MEASURES



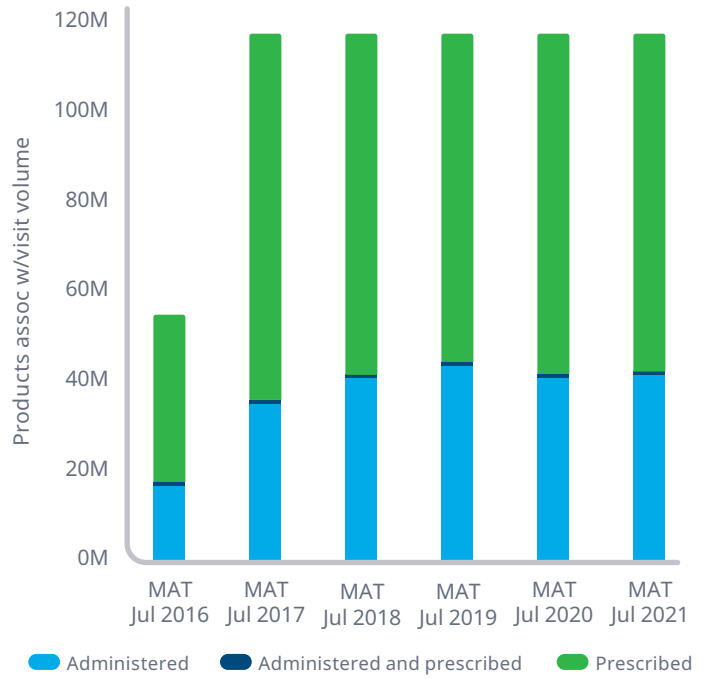
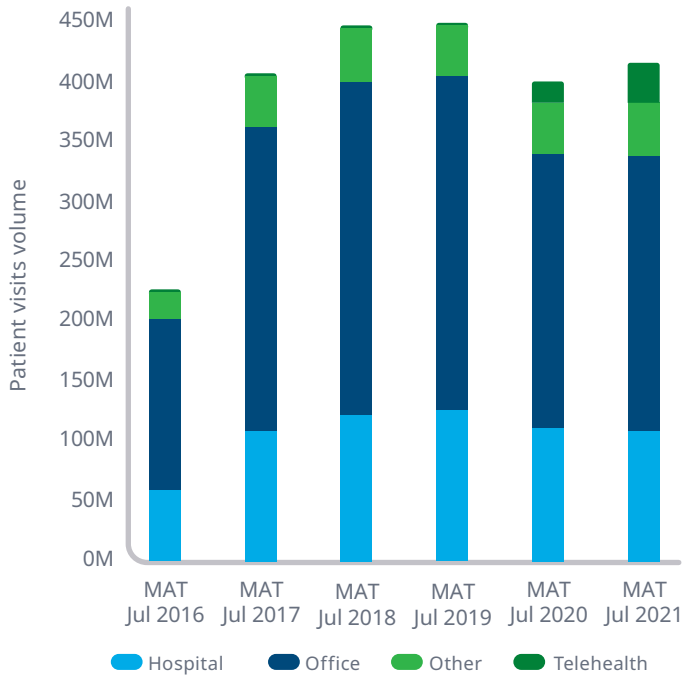
## Advantages in coverage, granularity and reporting leads to improved insights and confidence

- IQVIA's delivery of the new offering based on actual professional medical claims and pharmacy claims increases client confidence.
- IQVIA's National Medical and Treatment Audit will include unique data attributes, leading to improved insights.
- IQVIA's National Medical and Treatment Audit will offer the ability to report medical data to over 60 group specialties for more actionable intelligence.

IQVIA continues to be at the leading-edge of providing medical insights and, with the launch of NMTA, IQVIA looks forward to providing customers with views of today's therapeutic markets with more confidence.

# Integrated on SMART

With IQVIA's NMTA launched on SMART, customers will benefit from the power of a business intelligence platform, coupled with access to national-level core prescription and sales databases, to realize a rich framework of insights into the impact of patterns and treatment of disease on brand performance.



## Coverage statistics

**1.5B**  
Medical claims captured annually

**>4B**  
Pharmacy claims captured annually

**700K**  
Approximate number of HCPs involved in data capture

**6**  
Years of available history on SMART

## About IQVIA Connected Intelligence™

Connected Intelligence™ brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **[IQVIA Connected Intelligence™](#)**