

IQVIA Weekly Insights

Detect developing trends sooner to drive brand and territory performance

You rely on accurate data to make accurate business decisions. Weekly Insights provides the most comprehensive and up-to-date view of product sales, allowing you to better track actual performance against sales and marketing targets.

Using a dynamic database that refreshes historic data on a rolling basis, Weekly Insights monitors Rx uptake by prescribers so that you can adapt your marketing and promotional efforts quickly.

Adapt to emerging prescribing trends wherever your product is in its lifecycle



Market Launch
Product launch and market access



Growth & Maturity
Commercial effectiveness and brand strategy



Decline & LOE
Mature brand support

Weekly Insights offers a “one-stop shop” for integrated retail-pharmacy insights, delivered via web dashboard, to help you identify product success or underperformance sooner.

- Quickly assess potential impacts to future sales
- Inform your salesforce of developing sales trends
- Identify the risks posed by emerging competitors, and
- Rapidly mobilize new strategies to maximize product results.

An integrated view to prescribing and claims data delivered weekly that can help you answer key questions about your product performance.



Payer insights
Provides weekly claims from both public and private payers. Know if there are regions where the payer landscape differs for your product relative to your competitors.



Rx Ticker
Uses retail claims to determine market share. Know what is your product and your competitors’ trend under a new program or launch.

Integrated retail-pharmacy insights

Prescription insights
Measures the outflow of Rx drugs from retail pharmacies. Know the weekly total and new/new-to-brand uptake of your and your competitor’s product by region.



Prescriber insights
Measures weekly Rx update by physicians and segments. Know how many physicians prescribe your product vs. competitor products.



CONTACT US

canadainfo@iqvia.com
iqvia.com/canada