

Pharmacy Intelligence

Tier 1 - Best Practices

Pharmacy Intelligence Dashboard of the IQVIA Business Intelligence application provides Banners with key business insights while helping pharmacists make evidence-based business decisions to help drive new business.



BANNER BENEFITS

Provide increased, state-of-the-art value to your member pharmacies by providing trade-area specific competitive insights for each pharmacy outlet.

- Secure retention of your existing membership
- Attract new membership business
- Quantify the health of your Banner business and pinpoint where untapped market opportunity can be realized

PHARMACY BENEFITS

Run your pharmacy more effectively with easy access to key competitive prescription insights.

- Gain trade-area specific market potential insights for each pharmacy outlet
- Set pharmacy-level strategies with evidence-based markers that drive ROI
- Measure opportunity to improve patient traffic and market share performance in stores
- Quick and easy dashboard access to payer type, brand/generic, and other relevant indicators to help drive business
- Set and measure performance objectives

ACTIONABLE DATA AND BEST-PRACTICE VIEWS ALLOW YOU TO GLEAN BUSINESS PERFORMANCE INSIGHTS EFFICIENTLY

A set of five best-practice views containing key performance indicators to help you quickly analyze the state of business and make actionable decisions.

- Market Share
- Leading Therapeutic Classes & Products
- Generic / Brand Opportunity
- Acute vs. Chronic Business
- Payor Split Assessment



Market Share view for illustrative purposes only.

TO LEARN MORE, PLEASE CONTACT YOUR IQVIA REPRESENTATIVE OR EMAIL CANADAINFO@IQVIA.COM

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