

IQVIA Rx Dynamics

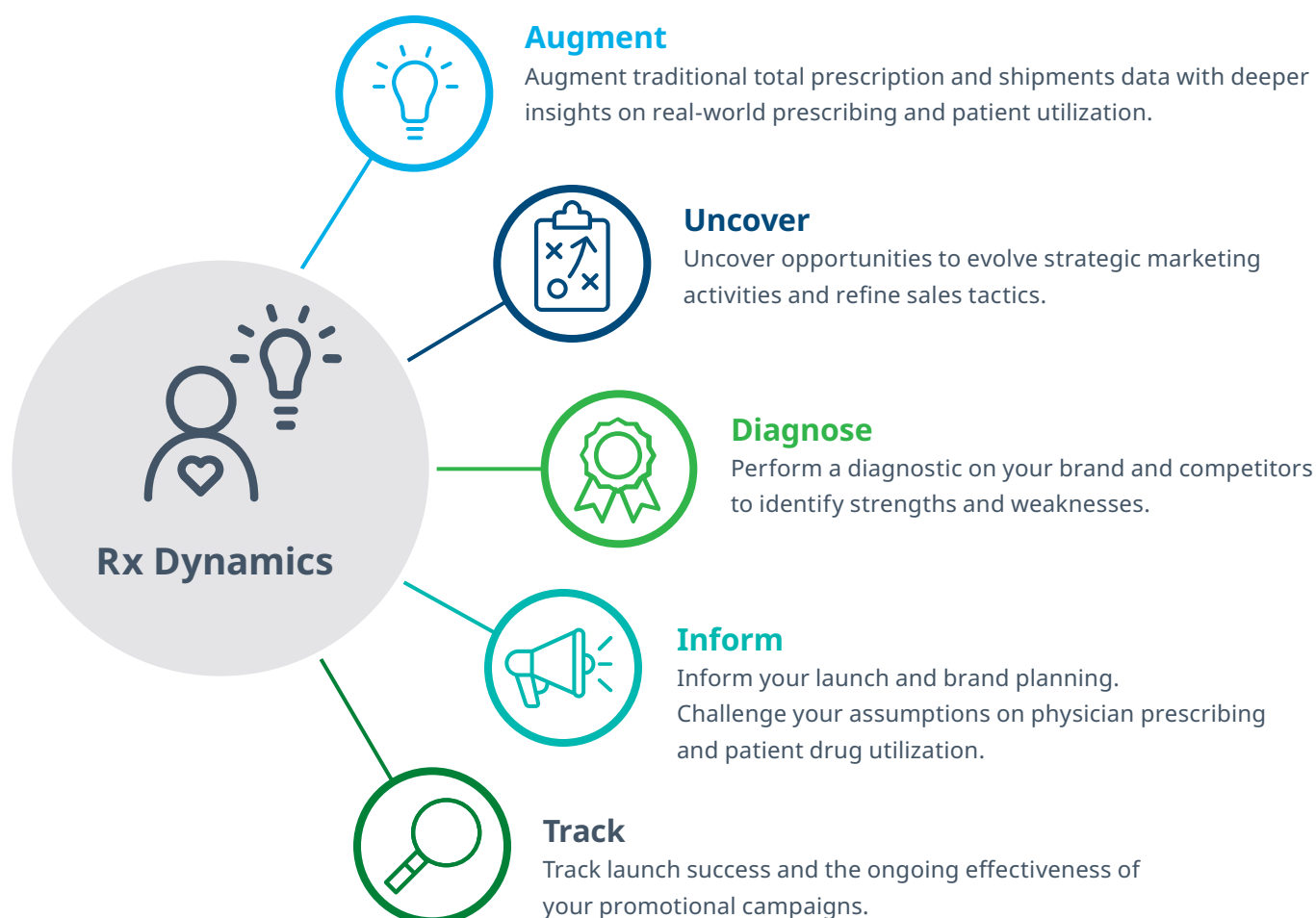
Better brand management with real-world patient insights

Understanding physician prescribing choices, patient drug use patterns, and the dynamics of your brand and its competition is important to ongoing success. **Rx Dynamics** reports the source of your business by providing an accurate view of physician decisions and patient drug utilization over time for your selected therapeutic markets.

The value of patient insights

At any point in your brand's lifecycle – from launch through to LOE – Rx Dynamics gives you a deeper understanding of your therapeutic areas, empowering you to develop effective sales and promotional strategies. This is reinforced by IQVIA's most extensive capture of de-identified patient data which covers nearly 75% of all Canadians.

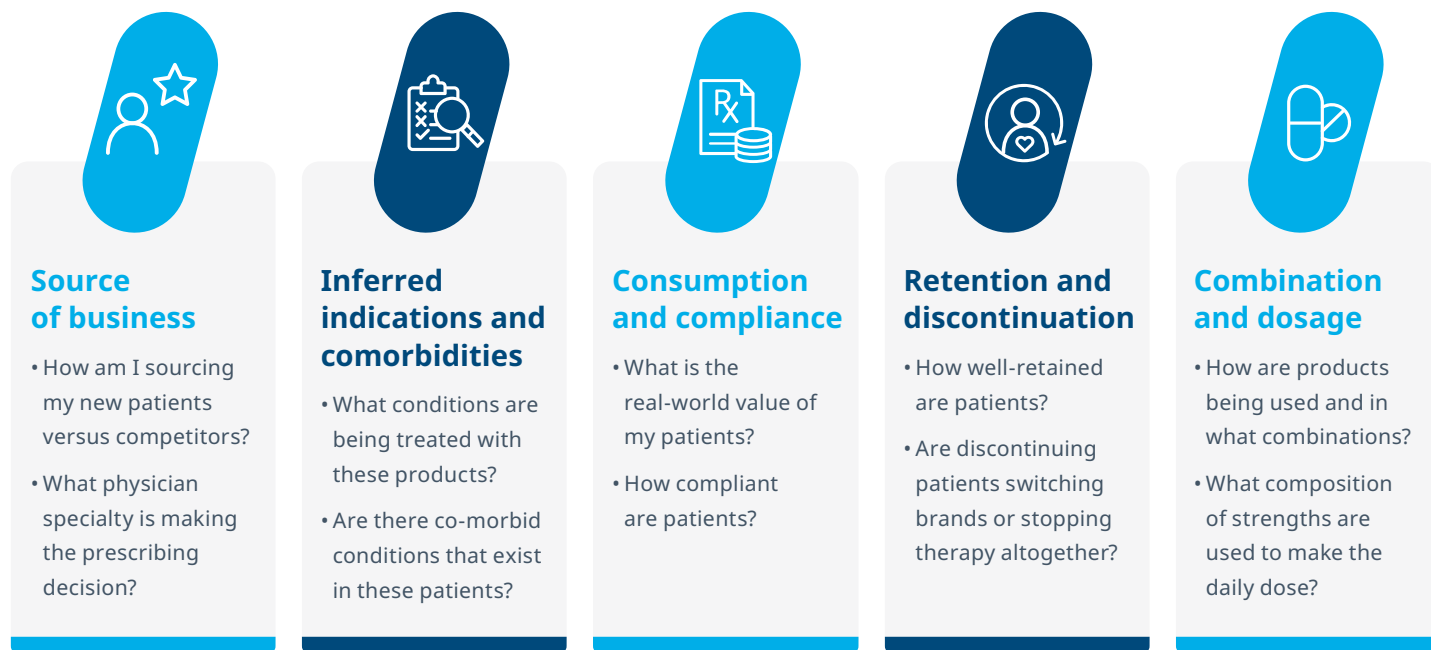
Rx Dynamics is the necessary complement to your brand's key performance indicators and increases your understanding of the drivers of prescribing for your brand and your competition.



Inform brand plans with Rx Dynamics

This extensive dataset contains patient insights that can help you, as a Brand Manager, Business Unit Director, or other brand stakeholder, address questions about various aspects of your product's performance, the choices prescribers are making, and the patients who use your product.

Question areas covered by Rx Dynamics include:



How can I access Rx Dynamics?

Rx Dynamics gives you unparalleled patient insights into your brand and its competitors through regular reports, delivered by therapeutic area leveraging a robust panel of pharmacy or claims data sources.

It offers additional, optional attributes such as age and gender, physician specialty, inferred indication, time aggregates, sales territory, and predefined physician segments.

Reports are delivered in Excel files but can also be provided via the Online Visualization tool, Pivot Slicers, PowerPoint, flat files, or in IQVIA's advanced analytics platforms.