# TECHNOLOGIES

## Weekly Rx Insights

With re-opening already underway, do you know how your product is performing?

### Is demand for your products ramping up? Or are your competitors ahead of the curve?

IQVIA has created tracking reports designed to help life sciences closely monitor weekly Rx trends as vaccination rates increase and COVID-19 cases decrease.



#### TRACKING THE IMPACT OF THE COVID-19 PANDEMIC ON THE CANADIAN PRESCRIPTION MARKET

RX_CA_W_IMS_4444	Data up to Week Ending V												2024/2027															
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rovince 🔻	⁺ TRx	▼ Chg	✓ Chg %	✓ Avg Size	▼ TRx	▼ Chg		✓ Avg Size	▼ TRx	▼ Chg		✓ Avg Size	▼ TRx	▼ Chg	✓ Chg %	✓ Avg Size	▼ TRx	▼ Chg	✓ Chg %	✓ Avg Size	▼ TRx	▼ Chg	✓ Chg %	✓ Avg Size	▼ TRx	▼ Chg	✓ Chg %	Size
RITISH COLUMBIA	1,118,341	1 k	0.1 % 🟓	58.0	1,111,079	-7 k	-0.6 %	57.3	1,123,018	12	1.1 %	<b>1</b> 57.:	1,075,255	-48 k	-4.3 % 🚽	57.1	1,150,736	75 k	7.0 % 1	58.2	1,160,656	10 k	0.9 % 🔶	59.2	1,179,332	19 k	1.6 % 1	t
LBERTA	930,523	-16 k	-1.7 % 🤳	64.3	917,094	-13 k	-1.4 % 🚽	62.2	896,313	-21	-2.3 %	61.4	\$ 858,001	-38 k	-4.3 % 🤳	61.2	936,185	78 k	9.1 % 1	62.4	940,750	5 k	0.5 % 🔶	62.2	929,298	-11 k	-1.2 % 🦊	•
ASKATCHEWAN	335,216	2 k	0.5 % 号	50.7	342,505	7 k	2.2 %	50.6	329,136	-13	-3.9 %	49.9	309,459	-20 k	-6.0 %	50.5	347,566	38 k	12.3 %	50.5	355,845	8 k	2.4 % 🕇	50.1	338,137	-18 k	-5.0 % 🦊	•
ANITOBA	327,832	-3 k	-0.8 % 🚽	56.2	337,886	10 k	3.1 % 1	53.6	350,059	12	3.6 %	<b>1</b> 53.8	329,143	-21 k	-6.0 % 🚽	56.1	363,830	35 k	10.5 % 1	56.3	366,839	3 k	0.8 % 🔶	57.1	350,166	-17 k	-4.5 % 🦊	•
NTARIO	3,910,890	-181 k	-4.4 % 🦊	51.8	3,939,252	28 k	0.7 %	50.1	4,005,379	66 I	1.7 %	18.8	3,718,464	-287 k	-7.2 %	48.5	4,179,936	461 k	12.4 %	50.0	4,061,176	-119 k	-2.8 % 🖊	50.7	4,133,721	73 k	1.8 % 1	t
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TRx Province Trend	5 120 202	220 F		0.20	4 001 024	130 6			A 802 10	0.0			BRITISH	12 F	I				Popu				ated	1 20.2	4 007 400	0	8	
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## Detect developing trends sooner

The COVID-19 pandemic introduced unseen levels of volatility into the Canadian marketplace. IQVIA is committed to deploying resources and capabilities to help the pharmaceutical community continue to focus on their evolving business objectives.

Weekly Rx Insights includes:

- Pre and post-vaccine comparison of the Canadian prescription market (your brands and therapeutic class) by province.
- Weekly Canadian vaccination data from Health Canada including percentage of population vaccinated by province and weekly cumulative totals.



## React faster to changing market dynamics with weekly tracking

IQVIA has created predefined weekly Analysis Manager reports based on our trusted Weekly Rx Insights product. These were designed to help the pharmaceutical community track the impact of COVID-19 on the overall Canadian pharmaceutical market, as well as specific markets or brands of interest.

#### WEEKLY Rx ASSET

Objective: Measures projected weekly dispensed prescriptions from retail outlets across Canada Panel: Weekly Rx store panel for all provinces with strong capture Geography: National, Provincial Metrics: TRx, NRx, TRx Extended Units, NRx Extended Units History: Weekly refresh DAP: ~10 (with ~14 one week each month), dataweek reporting is Saturday – Friday Delivery: Analysis Manager predefined reports

#### TO LEARN MORE ABOUT WEEKLY Rx INSIGHTS, PLEASE CONTACT YOUR IQVIA REPRESENTATIVE OR EMAIL CANADAINFO@IQVIA.COM

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**Orchestrate Outcomes**