IQVIA

IQVIA Medical Research Data

Improving patient outcomes with evidence-based research utilising real world data

IQVIA Medical Research Data (IMRD)[1] is real world data, which contains longitudinal non-identified patient electronic medical records (EMR) from more than six million patients in England.

Population based research using IMRD can deliver insights on safety, coverage and effectiveness of medicines from information recorded during real world clinical practice. Evidence from observational studies can inform clinical decision making and health policy which can lead to improved patient outcomes. IMRD is used for robust scientific research across academia, public health institutions and life sciences companies.

We can tailor data access options based on your requirements, providing access to data for single or multiple studies, to contracting IQVIA's Real World Solutions experts to generate the evidence and insights you need.

IQVIA can facilitate expedited query and protocol review to support various types of medical research including: Epidemiology, pharmacoepidemiology, drug safety, public health research, drug utilisation studies, post authorisation safety studies (PASS), treatment analysis and comparison, outcomes research, health economics research/resource utilisation, risk management, morbidity and mortality research.

Answering key clinical questions

Evidence generated using IMRD helps you understand and answer clinical questions on disease progression and treatment

Burden of illness
What is prevalence/incidence of disease?

Treatment patterns
What is the treatment pathway in primary care?

Persistence and adherence
How do diseases progress over time and as a result of treatments?

Quantifying unmet needs
What are the gaps or in treatment?

Clinical trial optimisation
What are the effects of inclusion and exclusion criteria in real life data?

Resource utilisation
What are the healthcare resources utilised by a defined population within primary care and related to GP activity?

These answers can be used to inform internal planning, and optimize evidence package to support Health Technology Assessments (HTA) and regulatory submissions.

2bn medical records + **700m prescriptions** from **6m patients**

Research database with NHS Health Research Authority approval for medical research and treatment analysis

10.54 years average length of patient follow-up, with most practices recording data for over 20 years.

[1] IQVIA Medical Research Data (IMRD) is non-identified electronic patient health record data collected from General Practitioner (GP) clinical systems via the IQVIA Medical Research Extraction Scheme.

[2] For commercial and branded treatment analysis, we have additional longitudinal data solutions available.

Case study

IQVIA Medical Research Data (IMRD) into action: Demonstrating the impact of COVID-19 associated healthcare provision changes on antibiotic prescribing

Challenge

To understand if the reduction in face-to-face consultations as a result the COVID-19 pandemic has impacted prescribing practices

Approach

A retrospective cohort design using IMRD was conducted to investigate differences in antibiotic prescribing for upper respiratory tract infections (URTI) consultations before and during the COVID-19 pandemic in England:

- URTI consultation rates for patients were calculated at data points before and during the pandemic

- An Interrupted Time-Series Analysis (ITSA) was used to estimate changes in levels (rates) and trends in antibiotic prescribing over time

Results

The results using IMRD indicated that:

- A significant increase in antibiotic prescribing in the pandemic period was seen with an estimated increase of 105.7 antibiotic items per 1000 URTI consultations after the introduction of national lockdown measures in March 2020, with increases mostly sustained to May 2022.

- The results were published in JAC-Antimicrobial Resistance
https://doi.org/10.1093/jacamr/dlad012

Turning real world data into actionable insights

DOMAIN EXPERTISE

With **270+ real world data experts** based in the UK, we can effectively support your requirements.

Committed to protecting individual patient privacy, IQVIA has over **30 years' experience** in curating GP datasets for medical research purposes.

Unparalleled data and analytics

Non-identified longitudinal data collected from GP practices in the UK are an invaluable medical research resource that enables a patient's journey to be tracked from the initial consultation and investigation and through referral to diagnosis of a condition and treatment.

Fast access to required data, combined with our analytic solutions, enables researchers to generate the evidence to demonstrate how patients can be treated safely, effectively and economically, in the real-world setting.

TRANSFORMATIVE TECHNOLOGY

IQVIA Medical Research Data has been incorporated into IQVIA's Health Data Engine (HDE). Health Data Engine allows access to IQVIA's offerings including real world data sets, advanced analytics, and interactive visualizations via a dynamic technology platform.

IQVIA Medical Research Data has also been bridged to the OMOP Common Data Model.

IQVIA

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