

IQVIA Account Level Hospital Profiler (ALHP)

Hospital Data Services, enabling visibility of usage at hospital level for own brand and competitor products

Enhancing sales force effectiveness through insight-driven profiling, targeting and performance monitoring in the UK hospital sector.

IQVIA Account Level Hospital Profiler (ALHP) offers hospital level insight into how and where products are prescribed, and where patients are treated within the NHS secondary care market. Insights derived from multiple datasets combined together, help accurately identify where to focus sales efforts to enhance patient care and maximise commercial performance.

This intelligence supports **customer targeting, tracking launch uptakes, performance monitoring, sales force sizing and territory planning.**

What is Account Level Hospital Profiler?

- Most granular, accurate and complete view of UK account level prescribing
- Covers the UK secondary care market enabling visibility of usage at hospital level for own and competitor products
- Data available at a hospital trust, site and department level
- Reflects usage for in-patient, out-patient, homecare transactions and clinical trials
- Metrics provided in units, cash and days on therapy (converted)
- Flexible visualisation dashboards provide access to key insights including top win/loss accounts
- Tailored service complemented by IQVIA expertise and wider data assets

KEY FACTS



Approximately **270 NHS trusts and health boards** across the United Kingdom



Data displays usage at a **hospital site level** across the UK



UK panel coverage of **~97%** of total bed numbers



Reports **130+** speciality types



Delivered on a **monthly basis** with a month-by-month breakdown of sales



Data available for **use within 6 weeks** of the latest data period



Molecule, brand, and individual pack reporting for own brand and competitors



Breakdown of **commercial vs clinical** trial usage available



Why use Account Level Hospital Profiler?

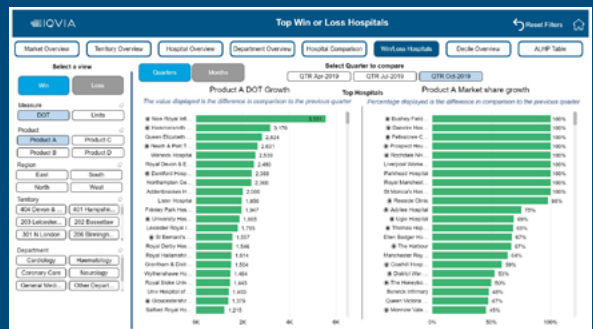
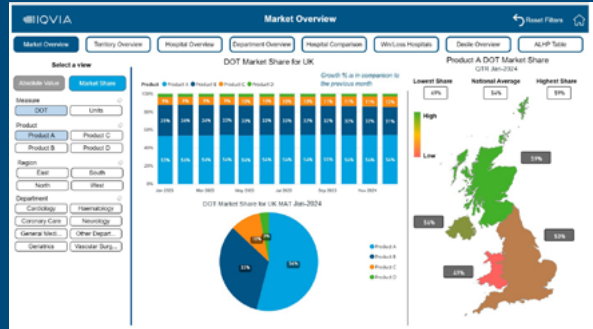
- **Trust** in outputs; built from robust and intelligent measuring methodologies, that blend in the best of available proprietary and open datasets
- **Leverage** insight support and data query resolution, enabled by IQVIA's established relationships with NHS providers and dataset expertise
- **Evolve** launch tactics rapidly, through timely tracking of sales against objectives
- **Identify** brand, account, and department opportunities through data driven account segmentation
- **Maximise** resources and allocation based on accurate and granular insights
- **Gain** a competitive advantage by applying fast, actionable insights in response to market changes

Who uses Account Level Hospital Profiler?

- **Brand teams** – to drive the commercial strategy through granular understanding of the market dynamics
- **Customer-facing teams** – to assist local conversations around specific account needs and behaviours
- **Sales managers** — to set appropriate targets and develop strategies with account managers to achieve them
- **Business intelligence teams** – to track performance against objectives and identify opportunities
- **Sales** — to drive incentive calculations to increase performance

DELIVERY FORMAT

Reports can be produced in an online data visualisation dashboard and flat file format.



Related services

- **Account Level Hospital Profiler by Indication (ALHPi)** — hospital level insights by cancer type
- **Account Level Hospital Profiler Plus (ALHP+)** — quantifies the full potential of each hospital including retail catchment area prescribing
- Sales force sizing and territory design
- Analytics driven physician level segmentations

CONTACT US

To learn more about IQVIA Account Level Hospital Profiler (ALHP), please contact AskIQVIA@IQVIA.com

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