

IQVIA Longitudinal Patient Data (LPD)

Real World Data Insights from primary care electronic medical records

Delivering commercial growth with primary care insights on disease treatment and GP prescribing patterns.

IQVIA Longitudinal Patient Data (LPD) provides life sciences companies with bespoke insights into patient treatments and disease management in the real world. This longitudinal patient dataset, derived from electronic medical records (EMR) for ~6 million patients, covers primary care in England. Collected from a representative sample of GP practices and projected to national levels, it enables the monitoring of national trends. Through the analysis of patient profiles, treatment dynamics, and business sources, LPD enables life science companies to understand how GPs prescribe drugs and potentially uncover new market opportunities.

This intelligence supports **patient profiling, market sizing, treatment dynamics, persistence and performance.**

Why use IQVIA Longitudinal Patient Data?

- **Understand** the primary care market at a patient level, with the ability to segment patients by treated vs. untreated status to truly understand incidence and prevalence within your market to assess penetration potential
- **Explore** your treated patients' profile in terms of age, gender, diagnoses, co-morbidities and test results
- **Gain** customised insights on market shares and source of business by analysis of treatment dynamics
- **Monitor** own products and competitor performance, including line of treatment analysis
- **Track** commercial performance by analysing the breadth and depth of GP prescribing and treatment adherence and persistency i.e. looking at how long patients remain on therapy and how compliant they are

KEY FACTS



Standard panel of **150** general practices selected to be representative of England



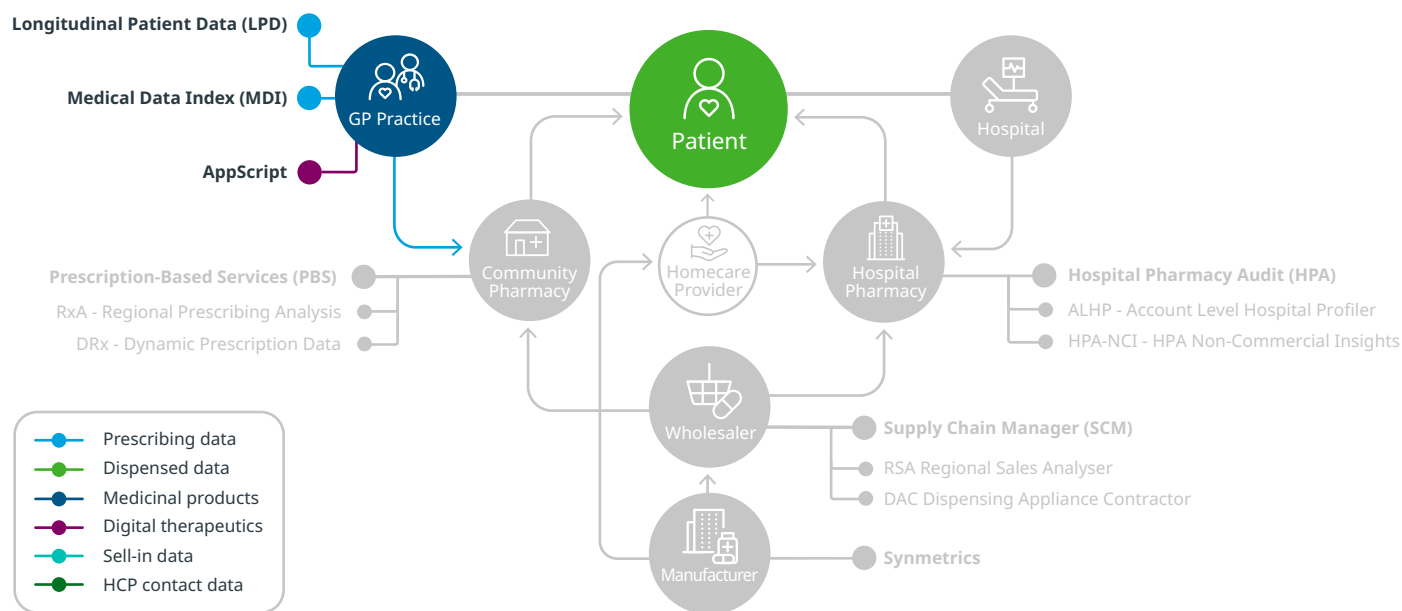
More than **2 million** active patients and a total of **~6 million** patients



What is Longitudinal Patient Data?

- It covers primary care in England, offering fast cost-effective standard and customised reporting, which enables detailed analysis of patient diseases and treatment patterns over time.
- It offers access to all patient metrics, diagnoses and test results with brand level treatment histories.
- It features detailed data on prescription only medication written by the GP including brand, molecule, drug form and strength, together with treatment information on doses, quantities and drug indicator (new, switch, add, repeat) allowing for in-depth analysis of treatment dynamics as well as several other analyses.

IQVIA Longitudinal Patient Data captures primary care prescribing data from GP practices



Market Intelligence Solutions data map: Delivering insight on product flow, from manufacturer through to patient.

Data capture and methodology

LPD is derived from non-identified patient electronic medical record (EMR) data collected from GP practices in England.

- **A nationally representative sample panel** of 150 GP practices selected for maximum commercial insight and consistent tracking
- **Aggregated data**, which is data either projected to England level or un-projected
- **A standardised classification** of diagnoses and products bridged to the WHO ICD 10 diagnosis and EPhMRA ATC therapy classifications
- **Multi-Country Longitudinal Patient Data (LPD)** is available in 9 countries enabling cross-country comparisons

TYPES OF IQVIA LPD REPORTS

Available via MultiView Advance, in Excel or PowerPoint

- **Standardised analysis** — 25 standard reports providing answers to the majority of business questions
- **Ad-hoc reports** — bespoke programmed reports developed to answer specific business questions to meet your needs

Who uses Longitudinal Patient Data?

- **Business insights teams** — to analyse the competitive market and to identify market opportunities
- **Commercial effectiveness teams** – to analyse product performance and prescribing trends by strength and dose
- **Brand management** — to measure brand performance including gains and losses by diagnosis and distinct patient segments
- **Health economic and outcome teams** — to assess the brand performance, help inform forecasts, budget impact models and patient towers

CONTACT US

To learn more about IQVIA Longitudinal Patient Data, please contact AskIQVIA@IQVIA.com

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