

IQVIA Longitudinal Patient Data (LPD)

Real World Data Insights from UK primary care Electronic Medical Records

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

IQVIA Longitudinal Patient Data (LPD) can provide life sciences companies with bespoke insights on how patients and diseases are treated in the real world. It is a dataset of anonymised electronic medical records (EMR) for over 3 million current and former patients. It is used to generate national level insights into UK primary care prescribing patterns and disease management over time. Analysis of treatment dynamics and sources of business using Longitudinal Patient Data enables life science companies to understand how GPs are prescribing 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 entire market at a patient level, with the ability to segment patients by treated vs. untreated to truly understand incidence and prevalence within your market
- **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
- **Track** commercial performance by analysing the breadth and depth of GP prescribing and treatment persistency i.e. looking at how long patients remain on therapy and how compliant they are



KEY FACTS



Standard panel of **150** general practices representative of the UK and extended panel of ~350 practices



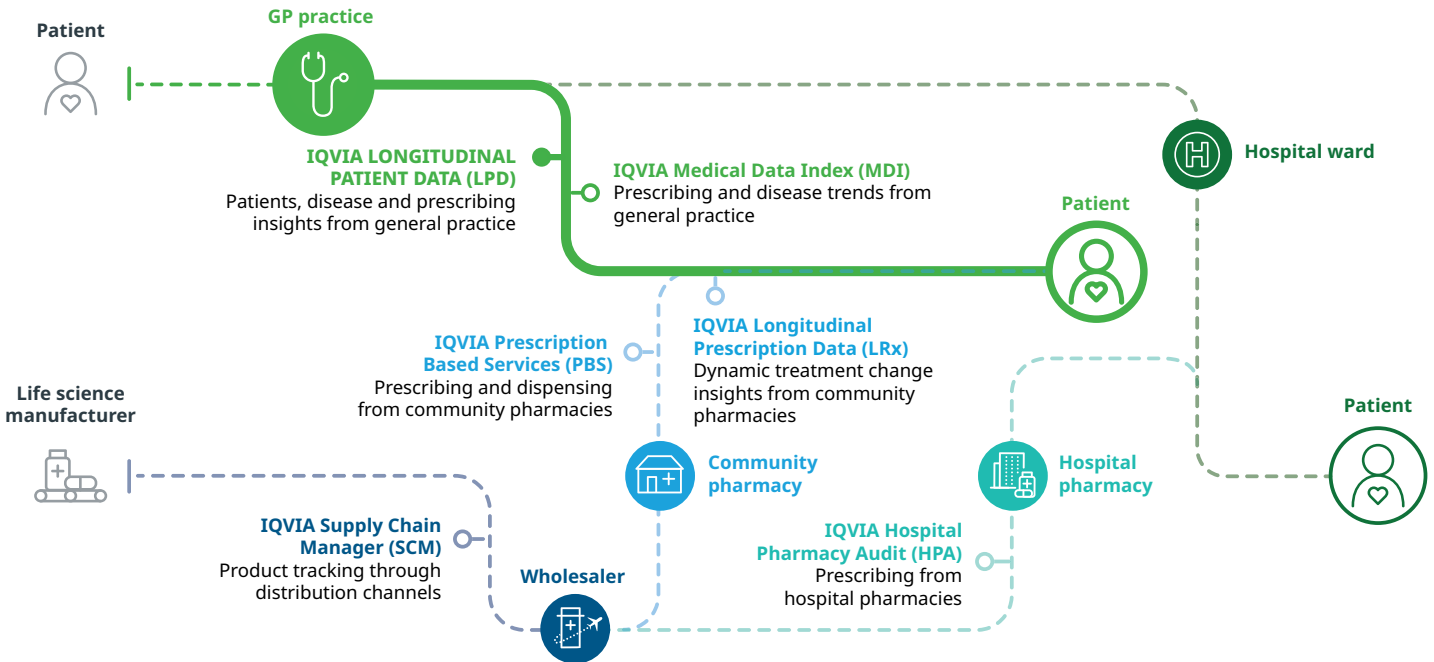
More than **3 million** patients, with ~7 million patients in the extended panel

WHAT IS IQVIA LONGITUDINAL PATIENT DATA?

- It is a dataset consisting of observational real world data
- It covers UK primary care, 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 prescriptions such as brand, molecule, drug form and strength, together with treatment information on doses, quantities and drug indicator (new, switch, add, repeat) allowing an in-depth analysis of treatment dynamics

Providing in-depth insights into disease management and GPs prescribing in the UK to understand the entire market at patient level.

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

IQVIA Longitudinal Patient Data incorporating data derived from THIN, a Cegedim database, includes non-identified patient health record data collected from UK GP practices using Vision clinical systems.

Longitudinal Patient Data uses:

- **A nationally representative sample panel** of 150 GP practices selected for maximum commercial insight and consistent tracking
- **Aggregated anonymised data**, which is data either projected to UK 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

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

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

RELATED OFFERINGS

- **IQVIA Medical Research Data (IMRD)** – a large longitudinal primary care database used for retrospective medical and scientific research
- **Medical Data Index (MDI)** – a summary of general practice prescribing data linked to a diagnosis, which can provide key insights into the treatment of diseases
- **IQVIA Longitudinal Prescription Data (LRx)** – an anonymised longitudinal pharmacy dispensation dataset, used for tracking patient prescription activity with the ability to drill down to sub-national data

CONTACT US

To learn more about IQVIA Longitudinal Patient Data

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