

IQVIA Use By Indication (UBI)

Indication split tracking and insights for the autoimmune biologics (AIB) market across European markets, for precise decision making and accelerating performance.

WHAT IS IQVIA USE BY INDICATION (UBI)?

IQVIA Use by Indication (UBI) is a high precision, best-of-breed solution for tracking performance in the AIB market for EU4 (France, Germany, Italy, Spain) and Belgium, Ireland, Netherlands and United Kingdom.



KEY FEATURES



Delivers the most precise volume and value of AIB drug usage at indication and speciality level; gastroenterology, rheumatology, dermatology and AIB indications (RA, PsA, PsO, UC, CD, AS, SLE, AD, JIA, HS)



Provides full understanding of your and competitors' products performance, within and across all AIB indications











Powered by the best data and algorithms from IQVIA

WHY USE IQVIA USE BY INDICATION (UBI)?

- **Use precise and tailored analysis** to monitor autoimmune market trends in exactly the segments that matter to you
- **Access user-friendly materials** with clear, interactive dashboards and valuable insights at your fingertips
- **Leverage an established and robust solution**, leading the industry since 2017
- **Gain expert advice and service** working directly with the IQVIA consulting team, who can support the adoption and interpretation of results with on-demand service packages
- **Unleash the power of IQVIA's data, analytics, technology and expertise** to maximise performance and results

WHAT DATA ARE USED TO DEVELOP IQVIA USE BY INDICATION (UBI)?

Powered by IQVIA's data, analytics, expertise and technology innovations, the solution delivers the most precise sales and patients split by indication available, tailored for each market. A 'best-of-breed' approach utilises specific local datasets within IQVIA, rather than an integrated 'one size fits all' approach, to deliver the most precise analysis available.

	DE	Artificial Intelligence/Machine Learning (AI/ML) based on Disease Analyser (DA), and Longitudinal Prescription Data (LRx)		IT	Local Autoimmune Biologics
	UK	IQVIA Use By Indication (UBI) combination approach (MIDAS® sales, secondary data, and syndicated primary market research)		ES	Local Epidynamics and Autoimmune Biologics
	FR			NL	AI/ML based on Hospital Claims data and Longitudinal Prescription Data (LRx)
	BE				
	IE				

WHERE CAN IQVIA USE BY INDICATION (UBI) BE USED?

Evaluating commercial potential

- What are the treatment landscape and dynamics, by indication?
- How is the future competitive landscape?
- What is the evolving impact of biosimilars?

Shaping the go-to-market strategy

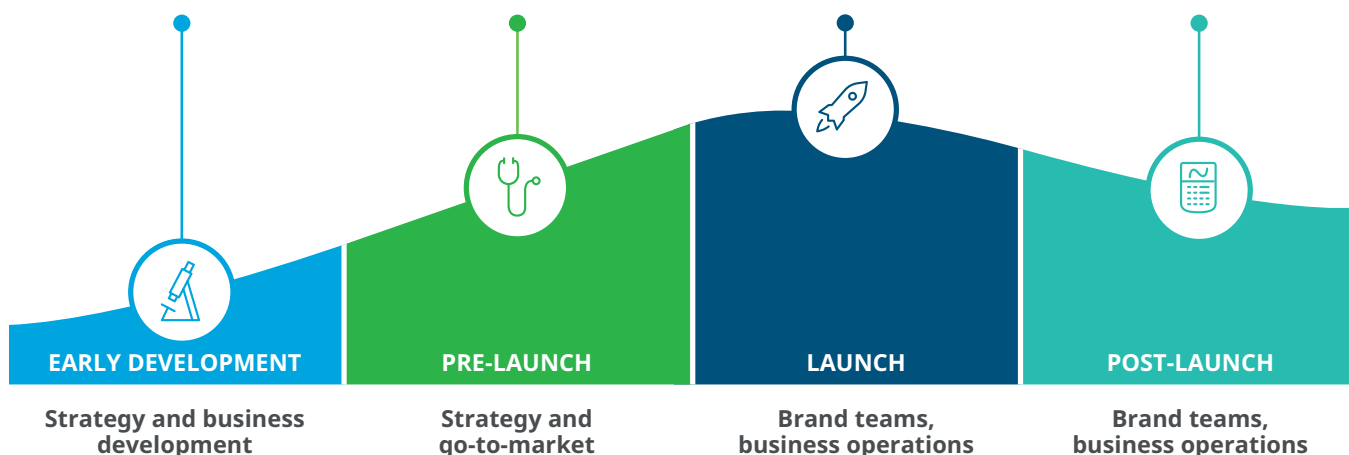
- Delivers robust and reliable data for forecasting
- What are my competitors' market share in this disease area?
- What is my new drug treatment value vs existing options?

Managing and optimising revenue

- What is my drug market share in a specific disease area?
- How is the competitive landscape evolving?
- How is my sales and marketing return on investment by indication?

Monitoring new indication launches

- Monitor indication-specific product uptake
- Performance versus competition
- Manage cross-indication cannibalisation



TYPES OF IQVIA USE BY INDICATION (UBI) REPORTS

The insights provided include autoimmune patients, sales and volume data, all of which are split by indication. Data and insights are delivered 10–12 weeks after period, in a visual, license-free dashboard and comes with a data flat file.



- Analyse rich data to gain insights on sales and patient volumes for any combination of AIB drugs, countries, specialties (gastroenterology, rheumatology, and dermatology) and AIB indications
- Easily integrate IQVIA Use By Indication (UBI) with your data lake or warehouse
- Leverage data updated on a quarterly basis and 2-years back data are provided with subscription purchases

STANDARD AND BESPOKE PACKAGES ARE AVAILABLE TO MEET YOUR NEEDS

To ensure you gain maximum benefit, standard delivery packages include onboarding and training for your team with IQVIA Use By Indication (UBI) product experts.

More bespoke packages allows dashboard customisation or delivery to multiple platforms, and services such as creation of insights deck, senior management support and more.

CONTACT US

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