

IQVIA Weekly Market Insights

Introducing the revolutionary new prescription-based data service, delivering faster prescription data in just four days

Weekly Market Insights uses the most advanced cloud and big data technologies, to bring you the earliest view of primary care demand available on the market. Now you can receive feedback on prescription trends in just 4 days after the period.



With Weekly Market Insights you get an almost **real time view** of changing market and product trends.

Sales teams can quickly see changing prescribing trends in CCG's allowing you to more effectively react to competitive threats. Marketing teams can gain rapid feedback on campaign performance and your company can make commercial decisions earlier to shape future strategy.

4
days

**Faster PBS
data delivery**

IQVIA Prescription Based Services (PBS) provide a measure of the local demand for medicines in the UK without the influence of differential pricing and currency fluctuations. Each offering utilises prescription data collected through retail outlets.



**Rapid product
and market
insights**

Data drawn from IQVIA's **RxA data feed**

Analysis at **pack level**

Regional reporting
to CCG Level

The **fastest view** of
prescription data
available in the UK



**Greater
competitive
edge**

Achieve maximum agility
in measuring and
understanding your market

Accelerate the speed
of decision-making based
on almost real-time activity

Advanced response to
changes, opportunities
and threats

Weekly Market Insights gives you almost real time view of changing market and product trends.

CONTACT US

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