

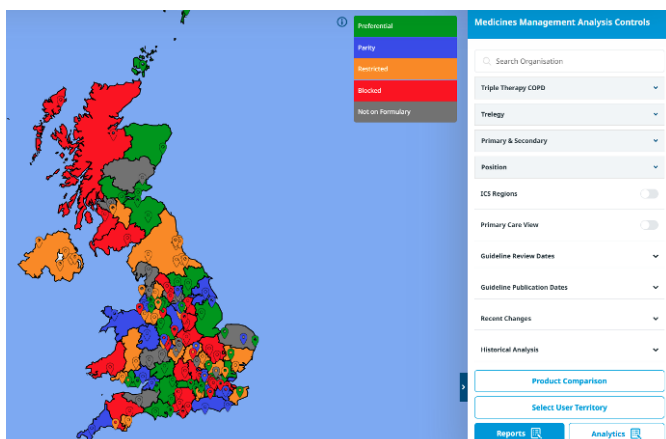
Dynamically Track the Latest Formularies and Guidelines

IQVIA Medicine Management Analysis tool

IQVIA Medicine Management Analysis (MMA) tool empowers stakeholders to develop tailored strategies based on dynamically collected data of their own product, competitors, and biosimilars prescribing status throughout all Medicine Management Organisations in the UK.

- **Visualise NHS prescribing policy** across primary care, secondary care, and specialised trusts, analysing formularies and guidelines and see where your products are prescribed and what preferences or restrictions affect them.
- **Analyse local, regional and national trends**, alongside historic analysis, uptake analysis, and more, all in direct comparison to your competitors. All created bespoke to your organisation's needs.
- **Dynamically monitor NHS prescribing formularies and guidelines** to inform product launch marketing strategies, mapped to your custom ICB territory.
- **The map view enhances big picture understanding** of the NHS environment and downloadable reports allow for qualitative and quantitative granular data analysis.

A customisable mapping centre for formulary data



KEY FEATURES



Comprehensive view of UK prescribing environment: Monitor prescribing in formularies and guidelines across the NHS.



Rapid tracking: Receive daily updates to your data on the latest information, with notifications on any major changes



Competitive reporting dashboards: Simplify the way you look at data with top level analysis, company or product specific summaries, and position change overviews.



Searchable historic database: Analyse trends over time to inform future strategic targets.



Bespoke service complemented by IQVIA expertise: Custom-build your MMA experience with bespoke methodologies to efficiently deliver on your objectives.

CONTACT US

Discover the power of our Healthcare Discovery Platform and unlock new possibilities for efficiencies and insights. Contact us on HDP.Enquiries@iqvia.com to find out more or [visit our website to start your journey!](#)

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[iqvia.com](https://www.iqvia.com)