



# National Sales Perspectives (NSP) — Product Definition

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## Disclaimer

*This document is provided for general informational purposes only and includes a general description of IQVIA's National Sales Perspectives (NSP) offering. The descriptions, methodologies, timelines, data coverage estimates, features, and examples set forth herein are subject to change and do not constitute a guarantee, representation, warranty, commitment, or assurance of product performance, data completeness, accuracy, availability, or suitability for any particular purpose.*

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# 1. Product overview

**Product Name:** National Sales Perspectives (NSP)

**Description:** NSP provides a U.S.-based national view of estimated sell-in sales of prescription products to retail and non-retail outlets and sell-out from reporting mail service pharmacies. It uses actual invoice prices received on sales transactions from a subset of suppliers; where invoice prices are not provided, a Weighted Average Price (WAP) is applied based on reporting suppliers. NSP is the U.S. sales standard that contributes to IQVIA's global MIDAS solution.

**Target Audience:** Pharmaceutical manufacturers, financial community stakeholders, media/advertising firms, consultants, academia, and other healthcare stakeholders.



## 2. Methodology

### Design Purpose:

NSP is designed to estimate total U.S. pharmaceutical sales to retail and non-retail outlets by combining reported direct sales (manufacturer to outlet) and projected indirect sales (wholesaler/chain warehouse to outlet) and sell-out from reporting mail service pharmacies. The methodology applies statistical projection where required to estimate sales from non-reporting distributors based on drug distribution data (DDD) dollars, while maintaining a consistent price basis using invoice price or wholesale acquisition price (WAP), as applicable.

### Sample and universe:

- Sample sources include reporting manufacturers, wholesalers/chain warehouses, and mail service pharmacies.
- **Universe estimation:** Indirect sales are projected to represent all wholesalers/chain warehouses in the universe using DDD dollars; direct sales from non-reporting manufacturers are not estimated.
- **Channels:** Super-channels include Retail, Non-retail, Mail. Retail comprises chain stores, food stores, independent stores. Non-retail includes federal facilities, non-federal hospitals, long-term care, clinics, HMO, home healthcare, miscellaneous (e.g., prisons, universities). Mail reflects sell-out from reporting mail service pharmacies and is unprojected with ~90% coverage.

### Projection methodology (high level):

- **Indirect (independent + all non-retail channels):** Projection factors are derived from DDD dollars reported by manufacturers to size distributors; in non-federal hospital, a panel of ~300 hospitals is projected to supplement sales not reported in DDD.

- **Chain and Food pharmacy channels:** Combines DDD reporting wholesalers and chain warehouses; applies NPA (retail) prescription information to compute product/region factors to estimate sell-in to non-reporting chain and food warehouses; brands and qualifying generics are projected at product level; remaining generics/OTC are projected at channel/region level.
- **Mail channel:** Unprojected; reflects sell-out from reporting mail service pharmacies (estimated ~90% coverage).
- **Constrained/blocked scenarios:** Supplier-blocked or restricted data (e.g., products, outlets, plans) are not estimated in NSP.



## 3. Production

### Production cycle:

Data is collected weekly and monthly, but published monthly using the 4-4-5 retail calendar to stabilize month/quarter/year comparability (Month 1 = 4 weeks; Month 2 = 4 weeks; Month 3 = 5 weeks).

### TYPICAL MONTH TIMELINE:

- ~13<sup>th</sup>: DDD processing and quality controls; front-end cut-off for the month
- 13<sup>th</sup>–18<sup>th</sup>: Sales Database Management (SDM) reviews/ edits invoice pricing; manual adjustments prepared (SDM/Data Science)
- ~19<sup>th</sup>: Raw sales projected
- 20<sup>th</sup>–25<sup>th</sup>: SDM validates projected trends and applied history adjustments (up to ~23 months)
- 26<sup>th</sup>: Data Integrity (DI) aligns internal databases with mainframe history
- 29<sup>th</sup> (DAP): IQVIA SMART team validates and publishes NSP in SMART

### Dependencies:

Manufacturer and wholesaler/chain warehouse supply data; reporting mail service sell-out; Biologics Indicator (FDA), 3<sup>rd</sup>-party pricing sources, NCPDP product/pack descriptions, and Common Master File (CMF) reference tables (outlet and product masters).

### Cycle times:

Published monthly on the 29<sup>th</sup> day following the close of the data month (DAP = 29).

### Contingency plans:

Replacement data is used as part of business as usual (BAU) to prevent/delay trend breaks when expected supplier feeds are missing or need further investigation; discontinued once feeds resume or at a set date, with proactive client communication for potential trend changes.



## 4. Challenges and limitations

- **Scope:** U.S. only; international shipments and non-U.S. sales are excluded.
- **Mail channel coverage:** Unprojected; ~90% coverage of grand total mail (used as unprojected sell-out).
- Not equivalent to company reported sales due to differences in fiscal/calendar alignment, price basis (invoice vs. company), geography, rebates/chargebacks, and reporting scope.
- **Blocked/restricted data:** Supplier constrained data for specific products/outlets/plans is not estimated in NSP.
- **Negative transactions:** Processed operationally; final NSP monthly estimate displays zero when the net value would otherwise be negative.
- **Direct sales:** Non-DDD reporting manufacturers' direct sales are not estimated (can lead to understatement where applicable).
- **Geography:** Puerto Rico and non-U.S. sales are excluded.
- **OTC:** Non-prescription product sales are not consistently reported by sales suppliers and are not fully represented.
- **Pricing basis:** Invoice price includes line-item invoice discounts; does not include prompt-pay discounts or rebates.

## 5. Technology and service

- **Delivery Platforms:** Standard delivery via SMART Business Intelligence (SMART BI); SMART off-line Excel as ad-hoc. Technology add-ons available with a SMART subscription: SMART Auto-Delivery (sFTP/email/S3; file size limits apply), SMART Flat File + DaaS (custom layout; sFTP/S3/AWS or IQVIA Snowflake).
- **Enabling Features:** Customizable market views; SMART Integrated Monthly (combine sales, Rx, and/or promotional data in a single view; requires applicable subscriptions).

## 6. Commercial

- **Product Offering Packages:** Full, partial, and ad-hoc.
- **Pricing:** Driven by client segment, market coverage (full/partial), and frequency (monthly/quarterly/semi-annual/static). Premiums (where available): Sales (KG), Growth Dynamics, Extended History.
- **Integration:** Can be integrated with other IQVIA products for comprehensive supply chain views; SMART Integrated Monthly supports combined sales/Rx/promotional reporting (requires NPA and/or Channel Dynamics).

## 7. Data Sources and collection

### Sources:

- **Direct (selling):** Manufacturer of retail/non-retail outlets
- **Indirect (selling):** Wholesaler/chain warehouse to retail/non-retail outlets
- **Mail (sell-out):** Reporting mail service pharmacies

### Collection Frequency:

Weekly and monthly; published monthly on 4-4-5 calendar.

### Sampling Framework:

- **Indirect:** Sample wholesalers projected to universe using DDD dollars (manufacturers sell into all wholesalers).
- **Direct:** Direct sales from reporting manufacturers included as reported (no estimation for non-reporting).
- **Mail:** Unprojected sell-out from reporting mail service pharmacies.

## 8. Data specifications

- **Critical Data Elements:** Corporation, Manufacturer, Super-channel (Retail/Non-retail/Mail), Channel, Product/Product Sum, Brand/Generic, Rx Status, Product Therapy Class/Form/Strength/Delivery System/Pack/NDC/Size/Quantity, Molecule, Launch Date, Estimated Loss of Exclusivity (LOE).
- **Data Update Frequency:** Monthly publication (4-4-5 calendar).

## 9. Metrics and measures

### Standard Metrics:

- **NSP Price:** Actual invoice price paid by outlets (pharmacies/hospitals/clinics), inclusive of line-item invoice discounts; excludes prompt-payment discounts, bottom-line discounts, and rebates.
- **WAC Price (Wholesale Acquisition Cost):** Manufacturer list price before rebates/discounts; collected from third-party sources.
- **Sales \$:** Total invoice-based dollars sold into dispensing outlets/distributors.
- **Units / Extended Units / Eaches:** Product volume measures as reported (extended units = units × pack size; each reflect individual items per unit/package).

### Delivery Attributes:

72 months of monthly data; published on the 29<sup>th</sup> (DAP 29).

# 10. Reference information

NSP uses IQVIA reference assets for mapping and integration integrity, including:

- Common Master File (CMF) – Outlet and Product Masters (channel/subcategory mappings, product attributes)

- NCPDP product/pack reference tables
- FDA biologics/biosimilar indicators

*(Extensive subcategory/channel definitions are maintained in CMF and available on request.)*

# 11. Handling data issues

**Quality Controls:** Multi-stage validation across ingestion, pricing review, projection, and publication. Sales Database Management (SDM) performs invoice pricing reviews/edits; Data Science supports manual adjustments; Data Integrity confirms database alignment; SMART team validates publish file.

## Adjustment and Estimation Techniques

| ADJUSTMENT / TECHNIQUE          | DEFINITION                                                                                                                                                                 | WHERE APPLIED                                                                              |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Projection Factors (Indirect)   | Sizes non-reporting wholesalers/chain warehouses using DDD dollars and applies projection factors to estimate indirect sales.                                              | Independent + all Non-retail channels; Chain/Food (with NPAbased regional/product factors) |
| Mail Channel Treatment          | Unprojected; reflects sell-out from reporting mail service pharmacies (estimated ~90% coverage).                                                                           | Mail                                                                                       |
| Invoice Price / WAP Application | Applies invoice price for suppliers that report it; apply WAP where invoice price is not provided.                                                                         | All channels                                                                               |
| Replacement Data (BAU)          | Temporarily fills gaps where expected supplier feeds are missing or under investigation to prevent/delay trend breaks; discontinued upon feed restoration or planned date. | All channels                                                                               |
| Blocked/ Restricted Data        | Supplier-blocked product/outlet/plan sales are not estimated in NSP.                                                                                                       | All channels                                                                               |
| Negative Transactions Handling  | Negative transactions are processed; final monthly estimates display zero where the net would otherwise be negative.                                                       | All channels                                                                               |



## 12. Summary of features

- U.S. national sales view with 4-4-5 monthly publication
- Invoice-price basis with WAP applied where necessary
- Projected indirect sales; unprojected mail sell-out (~90% coverage)
- Integrated with IQVIA reference/master data for consistent mapping
- Compatible with SMART Integrated Monthly for combined views (sales/Rx/promo)

## 13. FAQ

### **Why do NSP and DDD use different price bases?**

NSP reflects invoice prices (with line-item discounts; excludes rebates/prompt-pay), while DDD uses WAC to provide a standardized view independent of contract pricing.

### **Is NSP projected?**

Yes, for indirect sales; Mail is unprojected with ~90% coverage.

### **Are rebates reflected in NSP prices?**

No. Rebates paid by manufacturers to customers/insurers/PBMs are not reflected.

### **Do negative transactions appear in NSP?**

Negative transactions are processed; final monthly estimates display zero if the net would otherwise be negative.

### **Why might company-reported sales differ from NSP?**

Differences may arise from timing, geography, price basis, rebates/chargebacks, non-reporting direct sales, constrained data, and revenue recognition.

## 14. Glossary

- Wholesale Acquisition Cost (WAC): Manufacturer list price before discounts/rebates.
- Weighted Average Price (WAP): Average invoice price derived from reporting suppliers used where invoice is not provided.
- Days After Processing (DAP): NSP monthly publication date (29<sup>th</sup> day after data month close).
- Drug Distribution Data (DDD): Manufacturer sell-in dollars used to size distributors and support projection.
- Eaches/Units/Extended Units: Product volume measures as reported in sales data.
- 4-4-5 Calendar: Retail calendar structure (4w/4w/5w) used to stabilize temporal comparability.

## 15. Data investigations and governance

NSP follows established governance for data quality and support, including:

- Escalation through Sales Database Management, Data Science, Data Integrity, and Product Management
- Documented response/resolution expectations (SLAs)
- Formal communication of material or prolonged data issues through standard channels

*(Details may be supplemented per client service agreements.)*

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