

IQVIA DDD Non-Retail Generics for the Injectables Market

Combining DDD Non-Retail facility sales volume with OneKey Data on SMART

Generic manufacturers are increasingly interested in understanding product volumes and competitive share of market by outlet and organization as an input to refining product distribution and promotional activity. IQVIA has extended the value of Drug Distribution Data (DDD) Non-Retail for generics offering with a refined focus on the injectables drug type market.

Clients will benefit from the best of DDD Non-Retail sales data and OneKey organizational reference data to enable deep insights into demographic information and relationships among healthcare organizations for targeting outlets. Opportunities can be identified by filtering on organizational attributes such as geography, class of trade, Group Purchasing Organization (GPO) affiliation, and corporate parent. Allowing for fast and effective identification for businesses promotional activities and development opportunities, the new DDD Non-Retail package offering provides:

Generic views into injectable drug products for optimizing commercial market penetration

DDD Non-Retail channels of distribution with facility level detail

OneKey reference data comprising of 709,000 U.S. healthcare organizations

Delivered on IQVIA's SMART for a powerful user experience in analysis and reporting

Key differentiators

OneKey enriches DDD with healthcare organization data for a more comprehensive understanding of key customer relationships and influences.



Confidence in knowing where a product is distributed by Sales and Unit volumes at the facility level



Understanding of corporate and parent affiliations of identified facilities for a more complete picture of the competitive landscape



Key contact details for targeted accounts to support GTM and promotional activities

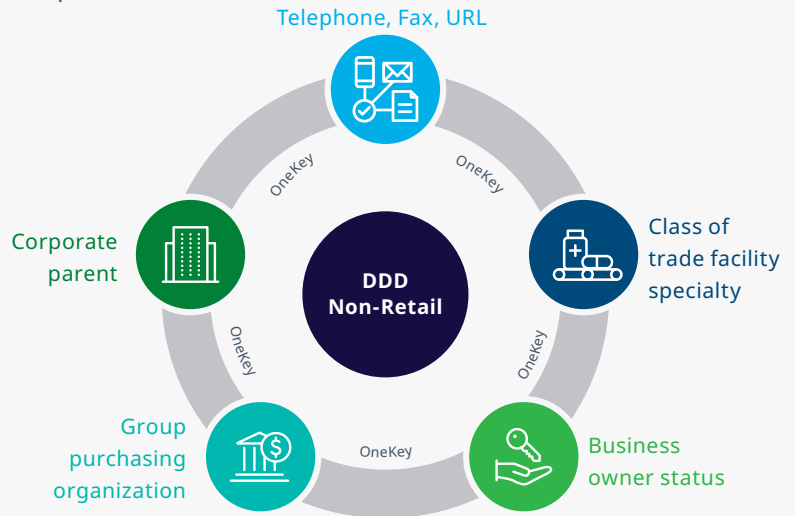


Faster time to value by building targeted reports and market analysis using SMART

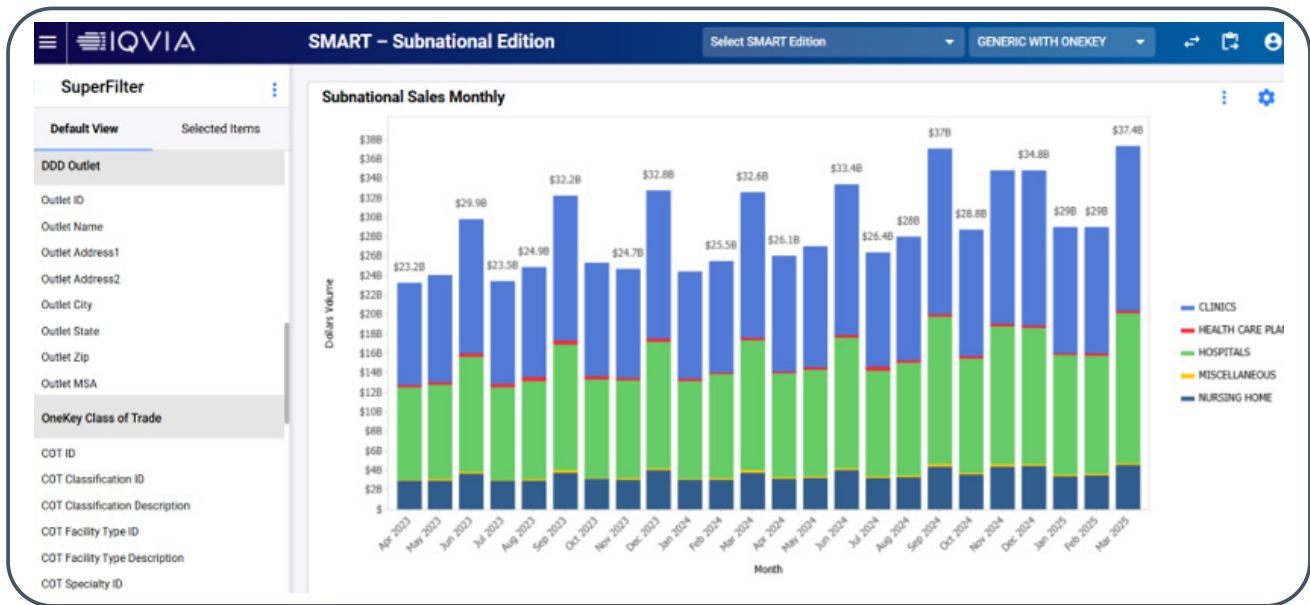
? Top business questions

DDD Non-Retail provides actionable information to strengthen the full range of your sales management and generic strategy applications to answer top business questions.

- Do we have contact details for the entities we want to build campaigns for?
- Which are the high-volume non-retail targets in a geography?
- Who is the parent corporation and affiliates that my drug is being sold into?
- Which GPOs are corporate parent organizations affiliated with?



Delivered on SMART



Powerful business intelligence UI, offers flexible modeling capabilities for richer insights

Sales database metrics enable integrated reporting (Dollars, Units and # Outlets)

Extended market-level views of markets (USC2 through USC5)

OneKey database for drill down into linked relationships among specialty and parent corporations

Expansive DDD Non-Retail channel subcategories