






IQVIA SMART NSP/NPA for Universities

Advancing academic research, teaching, and evidence-based insight across healthcare disciplines

The academic community faces growing pressure to produce high-impact research, secure competitive grant funding, and equip students with real-world data skills. For faculty and students to meet those challenges head-on, they require access to credible, longitudinal, and methodologically transparent healthcare data to:

<p>Understand real-world medication use and market dynamics</p> 	<p>Evaluate policy, clinical, and economic impacts</p> 	<p>Support publishable research and funded grant proposals</p> 	<p>Bring applied, data-driven learning into the classroom</p> 	<p>Conduct health policy, outcomes, and economic evaluation studies</p> 
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For academic teams to succeed, they also require consistent methodologies, trusted data sources, and the ability to analyze both pharmaceutical supply and demand across markets and over time.


The right solution — IQVIA SMART National Sales and Prescription Insights


IQVIA SMART National Sales and Prescription Insights (NSP/NPA) delivers a comprehensive, trusted view of U.S. pharmaceutical sales and prescription utilization, built on two of IQVIA's foundational real-world datasets.


Used globally by healthcare stakeholders, National Sales Perspectives (NSP) and National Prescription Audit (NPA) are increasingly leveraged by the academic community for research, grant development, and classroom education to analyze treatment adoption, market dynamics, and policy-relevant healthcare trends.

IQVIA SMART NSP/NPA helps universities answer critical academic and research questions, including:

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How has utilization of a therapy evolved over time?
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What is the real-world impact of policy, guideline, or reimbursement changes?
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How do sales and prescribing patterns differ by state or channel?
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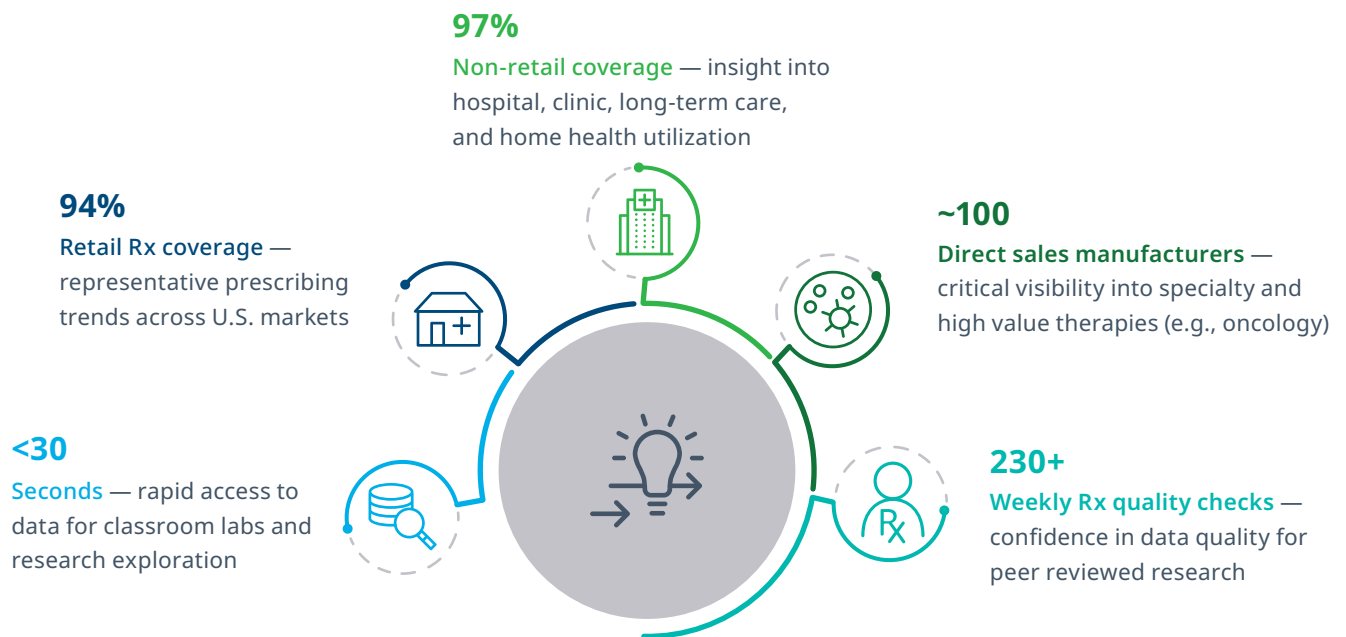
How do innovation, generics, and loss of exclusivity reshape markets?

Frequently used to support NIH, AHRQ, CDC, and foundation grant proposals



Why SMART IQVIA National Sales and Prescription Insights?

As one of the most trusted data sources in healthcare, IQVIA National Sales and Prescription Insights offers comprehensive, consistent, and methodologically sound market coverage, suitable for academic research and education. Accessible via IQVIA SMART Solutions, it enables faculty and students to quickly generate insights for research projects, grant applications, and classroom instruction.



Academic and research use cases

- Assess historical sales and prescription patterns following product approvals or guideline changes.
- Analyze the impact of healthcare policy, legislation, or market events.
- Examine utilization trends by patient age and gender (where applicable).
- Study geographic variation with state-level sales and prescription visibility.

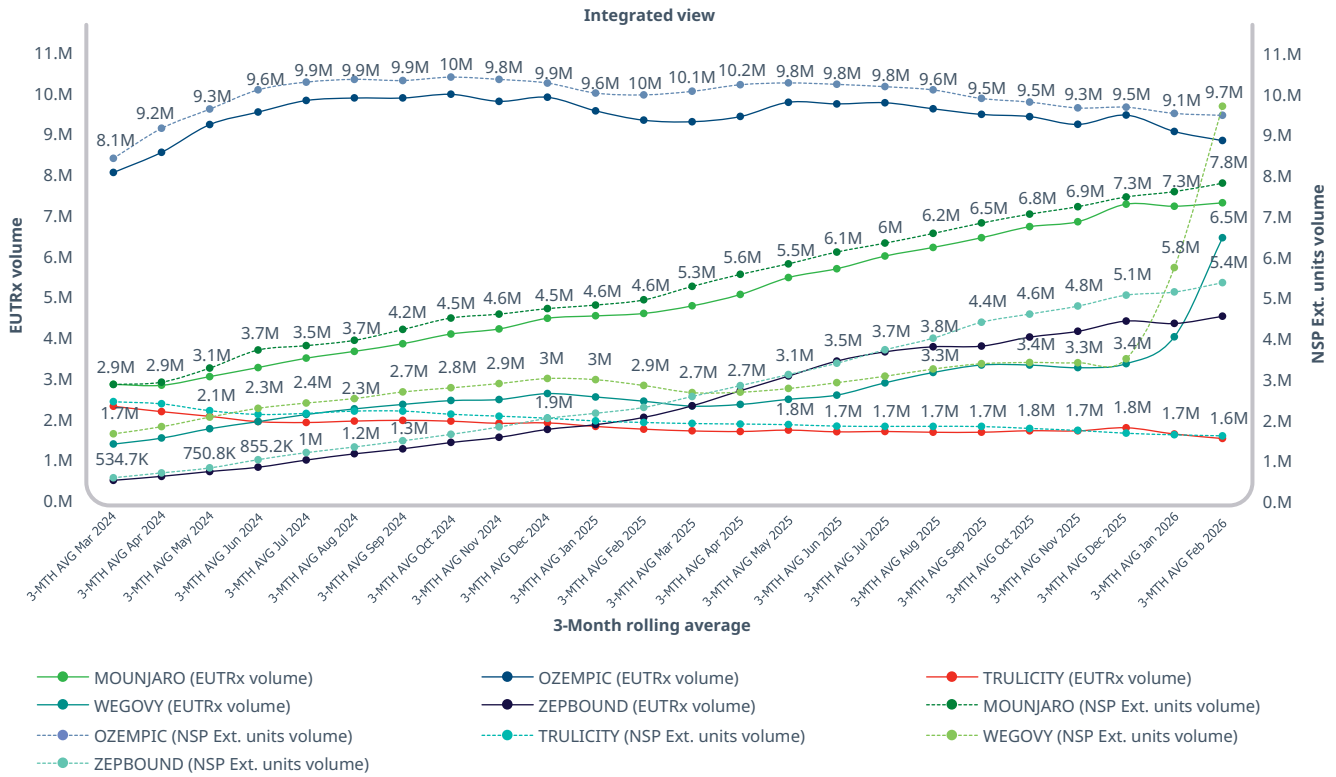
Designed for Schools of Public Health • Health Economics • Medicine • Pharmacology • Business

Sample outputs

Monthly integrated views — integrated monthly — integrated view



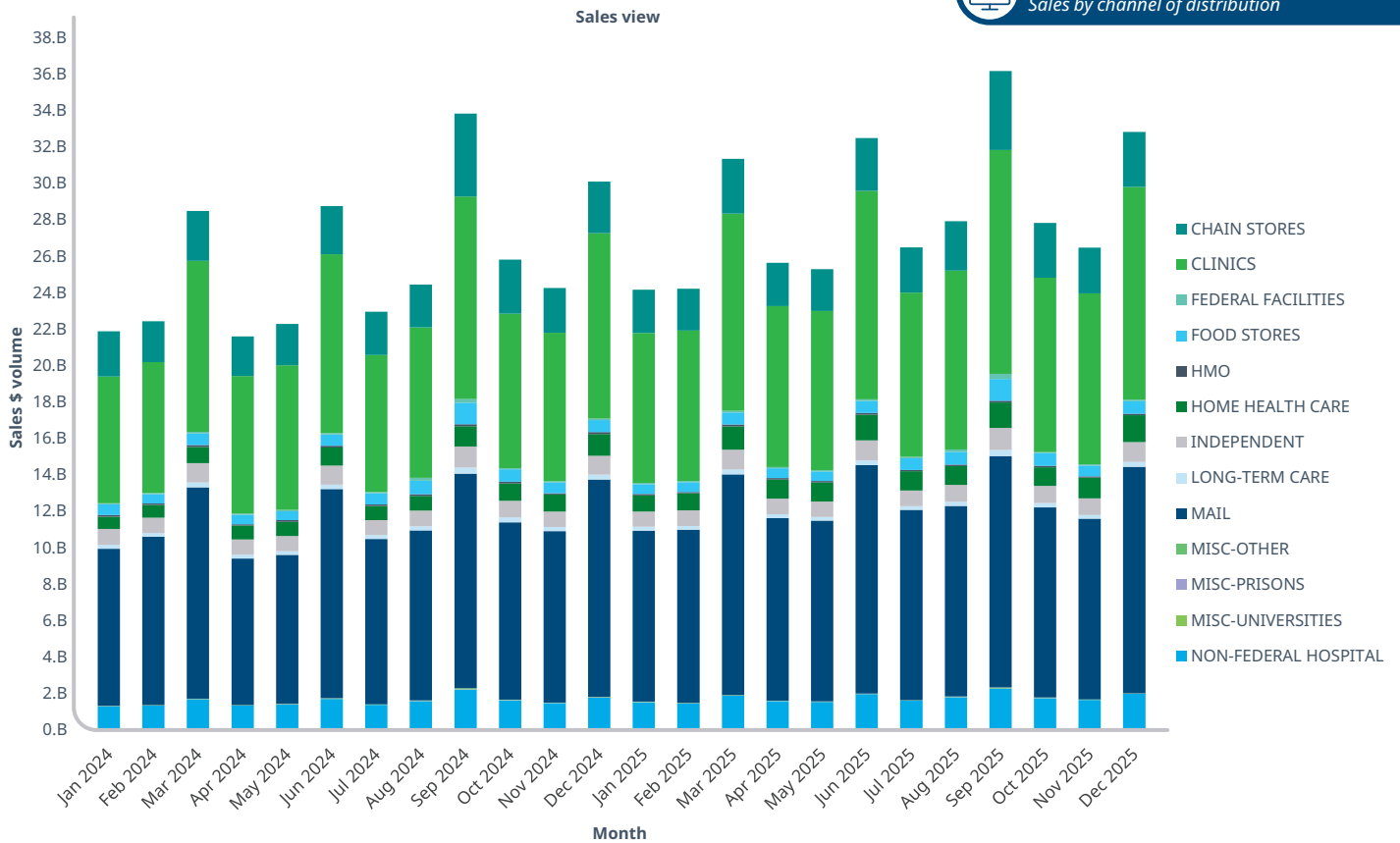
NSP and NPA use cases
Anti-obesity supply and demand trends

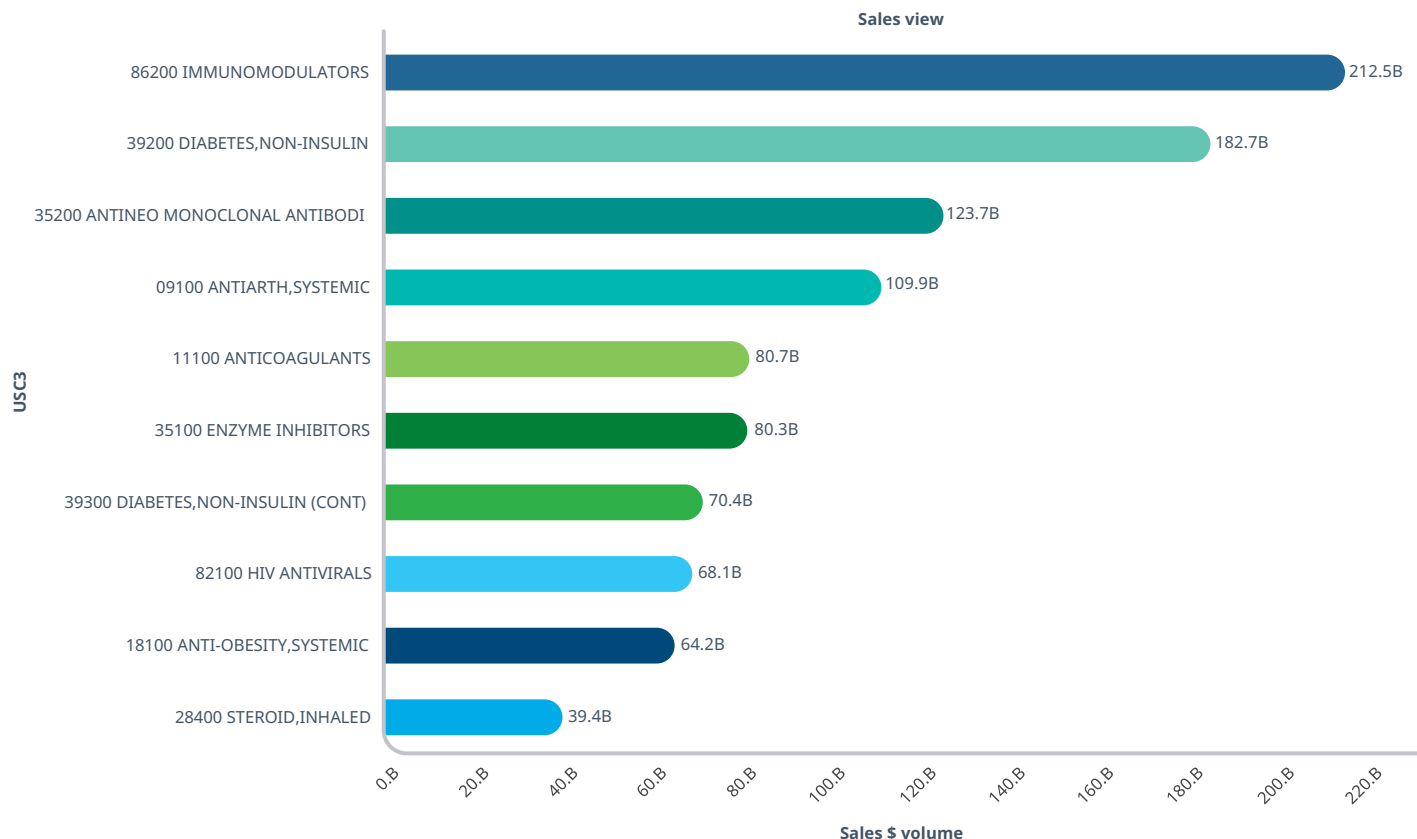


Monthly module views — sales (NSP) — sales view



Total pharmaceutical market
Sales by channel of distribution





Delivery and access

IQVIA SMART NSP/NPA is delivered via monthly subscription access on IQVIA SMART Solutions, a secure analytics platform that provides universities with fast, reliable access to industry-leading healthcare data for research, education, and grant development.

Related solutions

<p>NPA Extended Insights</p>	<p>Diagnosis Allocation (NMTA & NPA & NSP)</p>	<p>IQVIA Weekly Sales Perspectives</p>	<p>IQVIA PharMetrics® Plus</p>
<p>Supports demographic and economic analyses for health services and outcomes research</p>	<p>Pre-integrated NPA, NSP and NMTA provide insight into product sales and prescription percentage by diagnosis or disease state</p>	<p>Useful for time-sensitive research and classroom discussion of emerging trends</p>	<p>Supports healthcare business, economics, and policy coursework</p>