

Treatment Insights: Diagnosis Allocation Add-on Module (DA)

Optimize commercial effectiveness with insights into what portion of a product's sales or prescriptions are associated with a specific diagnosis

TODAY'S REALITY

Commercial teams need an easy and reliable way to determine what portion of a product's sales or percentage of prescriptions are associated with a specific diagnosis. The ability to understand and evaluate the diagnosis market and new indication potential for existing products, combined with the ability to assess multi-indication product performance, is vital to long-term commercial success.

To make that happen, teams need access to a wide array of national- and regional-level syndicated data, and insightful views into performance fueled by robust market research and reporting capabilities that offer a cross-market perspective of trends to guide effective business development.

WHY IQVIA



1.5B

Medical claims captured annually



4B+

Pharmacy claims captured annually



>\$450B

Sales captured annually



6

Years of available history on SMART



IQVIA drives customers to new levels of Connected Intelligence™ with Diagnosis Allocation. Diagnosis Allocation provides visibility to National Sales Perspectives (NSP) sales and National Prescription Audit (NPA) prescriptions by diagnosis and offers advantages in coverage granularity, and reporting leads to improved insights.

With the allocation of NSP and NPA information across disease state by diagnosis, IQVIA's diagnosis allocation add-on module is an integrated offering that allocates sales or prescriptions using National and Medical Treatment Audit (NMTA) diagnosis elements so commercial teams can examine prescription activity to determine what portion of a product's sales is associated with a specific diagnosis. The module is especially valuable for multi-indication products as it allows the user to assess the diagnosis market potential for new products and for new indications of an existing product.

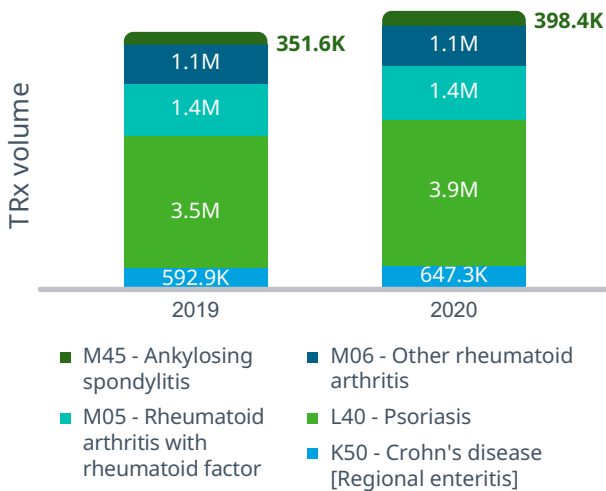
IQVIA continues to be at the leading-edge of providing medical insights, providing our customers with views of today's therapeutic markets with more confidence.

UNIQUE INSIGHTS HELP ACHIEVE MARKETING EXCELLENCE FOR BRAND POSITIONING AND PERFORMANCE

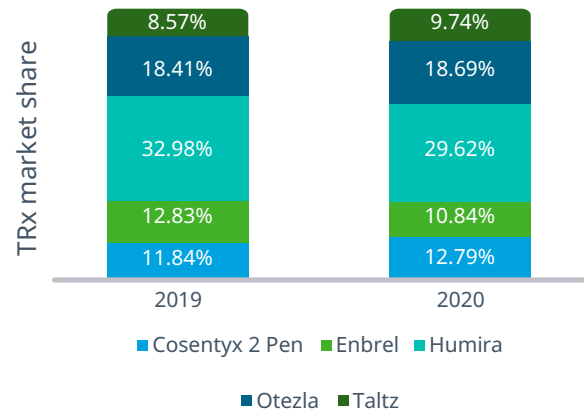
MARKET OPPORTUNITY	<ul style="list-style-type: none"> • Determine size and characterize the target market based on diagnoses. • Determine market potential. • Determine the appropriate areas for long-term research and/or short-term development.
DISEASE ASSESSMENT	<ul style="list-style-type: none"> • Track multi-indication products by usage and capture off-label use. • Understand treatment of disease by product. • Determine what portion of a product's sales or prescriptions are associated with a specific diagnosis.
COMPETITIVE ASSESSMENT	<ul style="list-style-type: none"> • Understand which products are used for specific diagnoses and if this changes over time. • Identify new therapeutic categories. • Identify competitors for each diagnosis.
PLANNING AND FORECASTING	<ul style="list-style-type: none"> • Develop and evaluate market entry strategies. • Understand brand profiles by diagnosis. • Translate growth strategy into KPIs and objectives.

KEY DATA ELEMENTS AND MEASURES

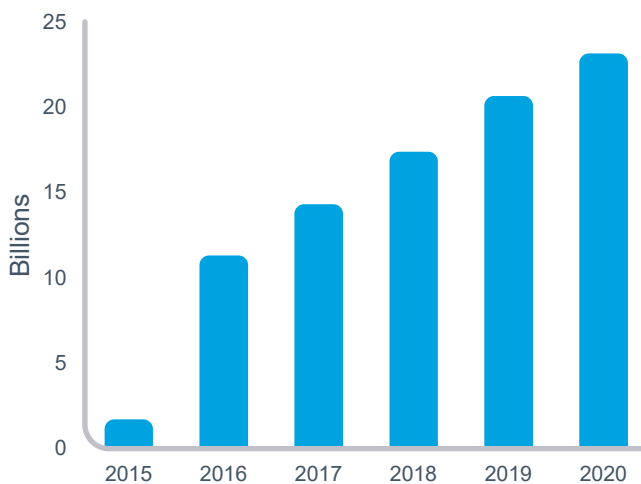
Psoriasis products - Top ICD10 3



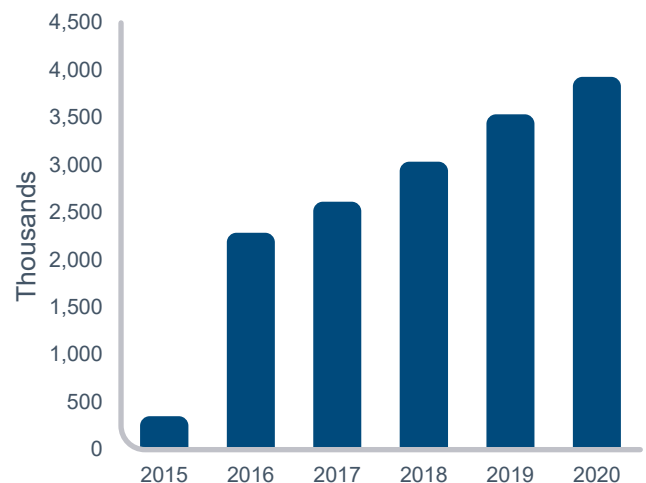
Psoriasis products



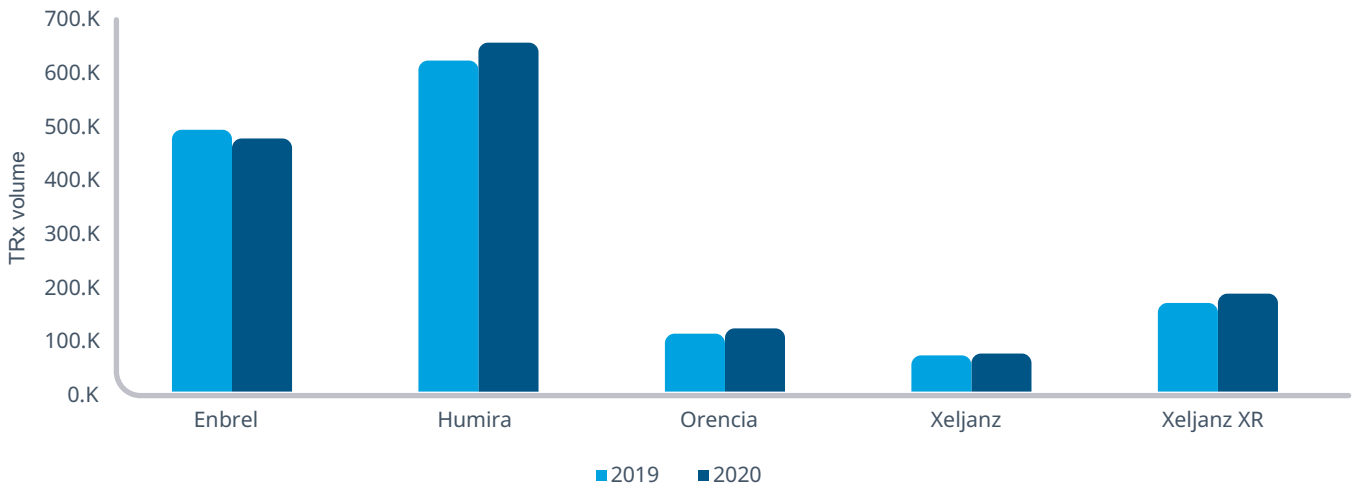
Psoriasis market trends - Sales \$



Psoriasis market trends - TRx



Rheumatoid arthritis products - Top products



AUDIENCE AND USE CASES

- Brand teams – Analyze new market product usage, track multi-indications by usage, identify market strength and positioning.
- Market research teams – Identify eruption of specific disease states, understand U.S. drug treatment patterns, identify non-approved product usage, and new therapeutic areas.
- Sales teams – Identify growth in specific drug use, allocate total Rx/sales volume by diagnosis, see my products total sales and how they are associated with a specific diagnosis.
- Marketing teams – Segment products by proportion of diagnoses, identify trends by channel and top products in your market, and market trends against disease.



INTEGRATED ON SMART

With IQVIA's Diagnosis Allocation add-on module launched on SMART, clients will benefit from the power of a business intelligence platform, coupled with access to national-level core prescription and sales databases, to realize a rich framework of insights into the impact of patterns and treatment of disease on brand performance.