IQVIA

RxBenchmark™: The Power of Prescription Data Coupled with Data Visualization SaaS Solution

Enrich your market intelligence with speed to insight

Today's reality

Do you know how many patients are taking high-cost drugs in your market?

Strategic insights that drive competitive positioning and market assessment begin with a comprehensive view of healthcare utilization, including dispensed prescription volume.

In 2019, retail prescription drug spending increased 5.7 percent, accounting for $369.7 billion or 9 percent of all national health expenditures (NHE). Are you prepared for this growing impact? Having granular visibility into market-level prescription trends by line of business (LOB) is critical for assessing therapeutic patient care, market opportunity and formulary design[1].

Why IQVIA

THE RIGHT DATA TO MAKE THE RIGHT DECISIONS

>90%
coverage

>4.5 Billion
annual claims

>60 Years
industry experience

The experts at IQVIA integrate unmatched data, advanced analytics and innovative technology to power better decision-making for transformational health outcomes and improved business results.

With more than 60 years of life sciences industry experience and partnerships with the largest payers, providers and associations in the United States, IQVIA is a vital, trusted partner for healthcare organizations looking to take their business performance to the next level.

THE SOLUTION

Drive your strategy and enrich your analytical insights with the power of **IQVIA's Prescription Data**, coupled with speeds to insights using the **RxBenchmark™ solution**.

IQVIA has the most robust all-payer, adjudicated prescription database, with over 90 percent coverage.

1. Source: https://jamanetwork.com/journals/jama-health-forum/fullarticle/2776040

Data granularity and insights

CHANNEL, PRODUCT AND GEOGRAPHIC DETAIL

- National-level, state-level and MSA-level retail dispensing and national mail order dispensing

- Dispensed product drug information — including class, National Drug Code (NDC) form, strength and pack size

- Dispensed month date

UTILIZATION AND QUANTITY

- Dispensed prescription volume, with new vs. refill stratifications

- Units (quantity) dispensed

- Days therapy supplied

- Daily average consumption

PATIENT COST AND TOTAL REIMBURSEMENT

- Payer type and LOB

- Reimbursed amounts (allowed amount)

- Member OOP

KPI DASHBOARD WITH AD HOC QUERY CAPABILITY

- Multiple KPI Report

- Period Comparison

- Single KPI Report

- Trending Report

- Retail vs. Mail Report

- Method of Payment Share Report

- Geographical Comparison Report

Business use cases

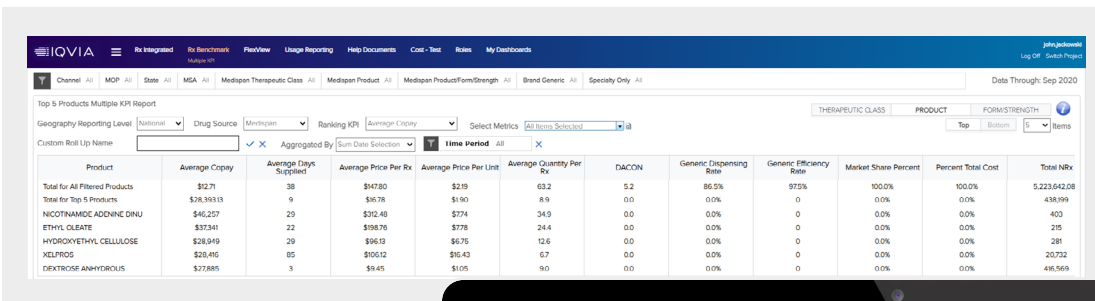| BUSINESS USE	APPLICATIONS
MARKET INTELLIGENCE	• Analyze market-level prescription utilization and average reimbursements. • Assess opportunity by LOB. • Quantify market demand by class and NDC to inform population risk.
COMPETITIVE FORMULARY BENCHMARKING	• Benchmark near real-time drug utilization and spend by geography and LOB. • Track uptake of new drugs to assess formulary design. • Inform maximum allowable cost (MAC) pricing strategies with local average allowed and patient-share benchmarks. • Benchmark out-of-pocket cost trends.
ANALYTICS INTELLIGENCE AND REPORTING	• **Seven KPI-focused dashboards**: Inclusive of IQVIA and third-party data, support business-focused analytics across markets, lines of business and NDCs. • **Ad hoc querying (FlexView)**: A self-service data exploration tool that provides access to the raw data that is fed into the solution. Allows for building custom reports, data querying and saving of reports for future use to drive collaboration. • **Fully integrated with the Microsoft suite**: Allows for exporting to Excel and PowerPoint from both the RxBenchmark™ solution and ad hoc querying tool (FlexView).

DELIVERY

IQVIA offers flexible reporting options to meet the day-to-day dynamic business needs of your organization.

- We deliver end-to-end consulting and integration solutions to ensure you have the data, analytics and technology you need for a true competitive advantage.

- We customize delivery of these powerful tools in the format of your organization's choice based on your business requirements and goals.
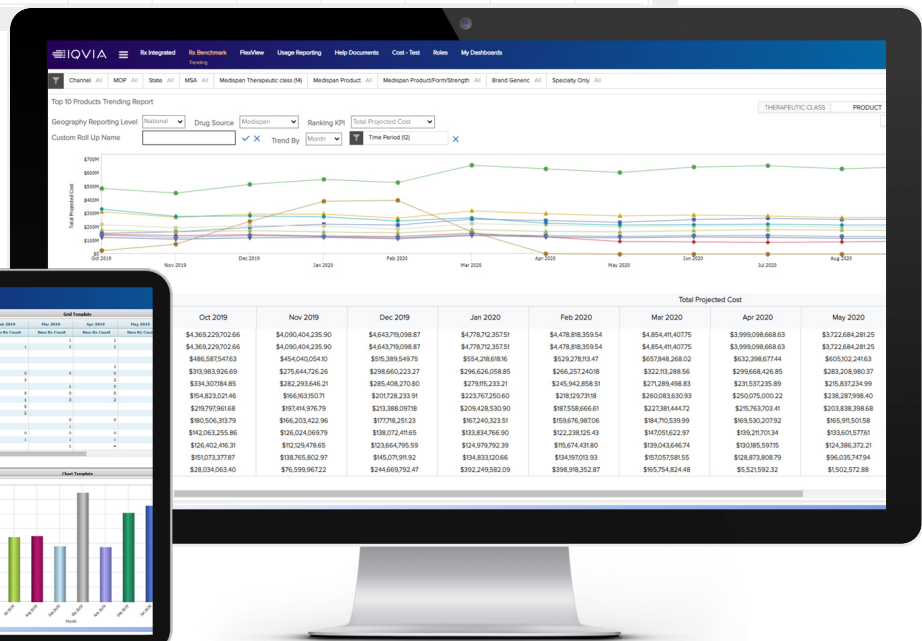
IQVIA Connected Intelligence™

Connected Intelligence™ brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of IQVIA Connected Intelligence™

Dashboard, Data Coverage and Granularity Drive Insights examples

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