

Oncology Insights

Bucharest 2020



Today's agenda

- + Impact of COVID-19 on Cancer Treatment
- + Treatment insights – from patient file to prescription release
- + Promotional Activities landscape

Today's presenters



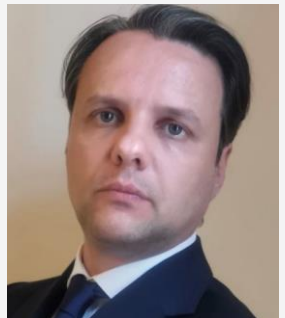
Roxana Telespan

Consultant
IQVIA Romania



Cristian Radulescu

Associate Director Offering Development
IQVIA Romania



Cristi Fodor

Key Account Manager
IQVIA Romania

Impact of COVID-19 on Cancer Treatment

May 2020

The behavior of patients and HCPs/authorities has significantly changed and will not come back to the one before



Key changes in the behavior of Patients/Citizens and HCP/Providers



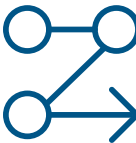
Telemedicine

accelerating acceptance



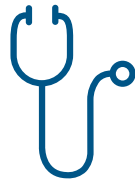
Stockpiling drugs

and self-therapy



Online pharmacy

growing in popularity

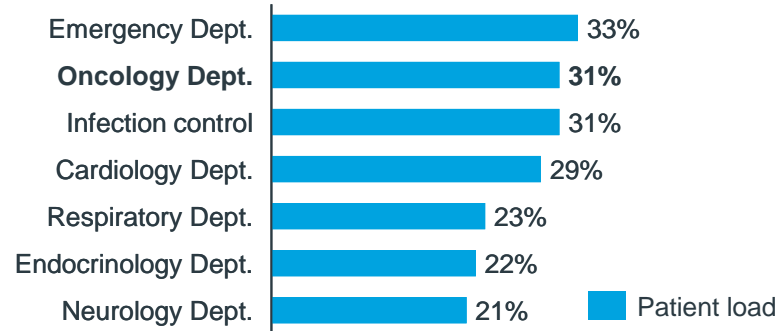


Unusual workload

from very high for some HCPs to minimal for others

Office visits for all type of patients went down, but acute symptomatic patients still went to see their HCP in person

Departments with higher patient load



Acute symptomatic diseases kept patients coming to the office

HCPs focused on ensuring the needs of patients with urgent health problems or patients under ongoing treatment

Departments with lowest patient load



Chronic and well patients opted against office visits

The impact of COVID-19 crisis on cancer treatment

1

Impact on cancer patient visits



2

Types of cancer treatment impacted



3

Cancer treatment expected changes



4

Initiatives expected from pharma/biotech

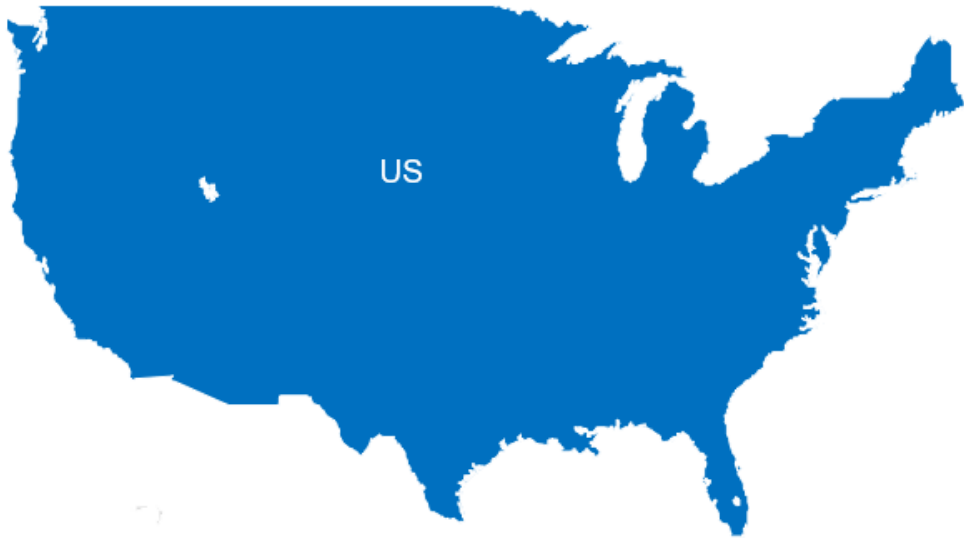


Across Europe and US, 464 Onco Specialists voluntarily participated in a 3 min. survey hosted on IQVIA DocNet



Countries and medical specialties interviewed

-  Oncologist
-  Hematologist
-  Hem-Oncologist
-  Onco-Surgeon
-  Others



Geography	Sample size
EE	170
EU5	221
US	73

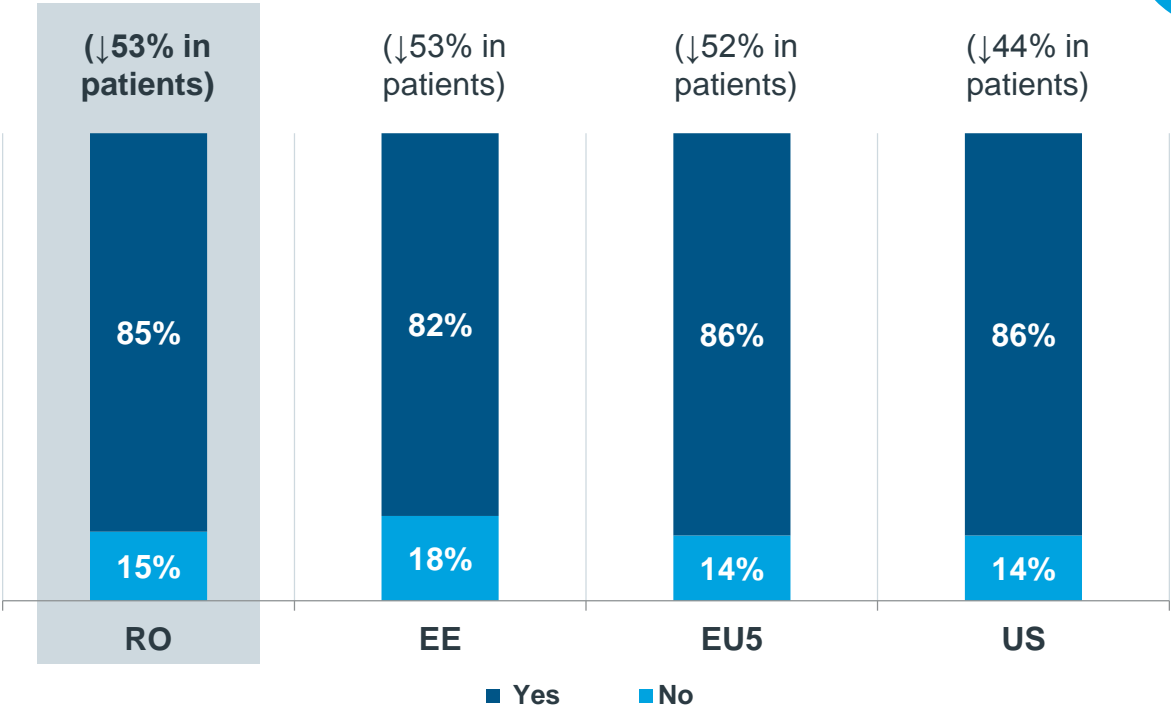
A decline of 53% of patients seen per week is reported by most Onco Specialists in RO whilst 52% are also seeing a dip in cancer treatment initiation

Cancer patient caseload analysis during outbreak and treatment initiation

After the COVID-19 outbreak, are you seeing fewer hematology/ oncology patients per week?



Have you seen a dip in the number of patients getting started on cancer treatment?



	Yes	No
RO	74%	26%
EE	52%	48%
EU5	63%	37%
US	64%	36%

Romania is seeing a larger impact in terms of number of patients getting started on cancer treatment, while US is seeing the least

Fewer biopsies and delay in surgeries are cited as the greatest impact on cancer treatment

Impact of COVID-19 crisis on cancer treatment practice



What according to you is the impact on cancer treatment practice amidst COVID-19 crisis?

Impact on cancer treatment	RO	EE	EU5	US
Less number of biopsy/diagnosis being conducted	78%	61%	60%	55%
Delay in surgeries	70%	58%	72%	74%
Delayed chemotherapy	67%	48%	60%	48%
Less patient referral to hematologists/ oncologists from other specialists	48%	54%	51%	47%
Changed the way immunosuppressants are prescribed	44%	33%	42%	36%
Delay in monitoring patients without chemo	--	1%	--	--
Decrease in the follow up of patients/ aftercare patients	--	1%	--	--
Delay in clinical studies	--	1%	--	--
None of the above	--	8%	5%	7%
Others	7%	3%	4%	3%

Others include: CZ: only a temporary reduction in the number of dispensary check-ups in patients in remission, has no effect on patients being treated!; HU: Number of out-patient checkups will decrease or be delayed in case of claimed tumor-free cases and among patients getting mono hormone therapy, Part of consultations will be done through internet / telephone E-Health Service Portal (ESZSZT); PL: Palliative patients or those at an advanced stage of treatment are disqualified from the treatment earlier than before; RO: Patient's fear to see the doctor, testing all cancer patients of COVID

Multiple Select Question. Results are independent of each other

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The bold numbers represent the highest factor impacting in that particular country/region

Respondents who anticipated a delay in surgery and/or chemo said that ~30% of patients would be impacted

Impact of COVID-19 crisis on cancer treatment practice

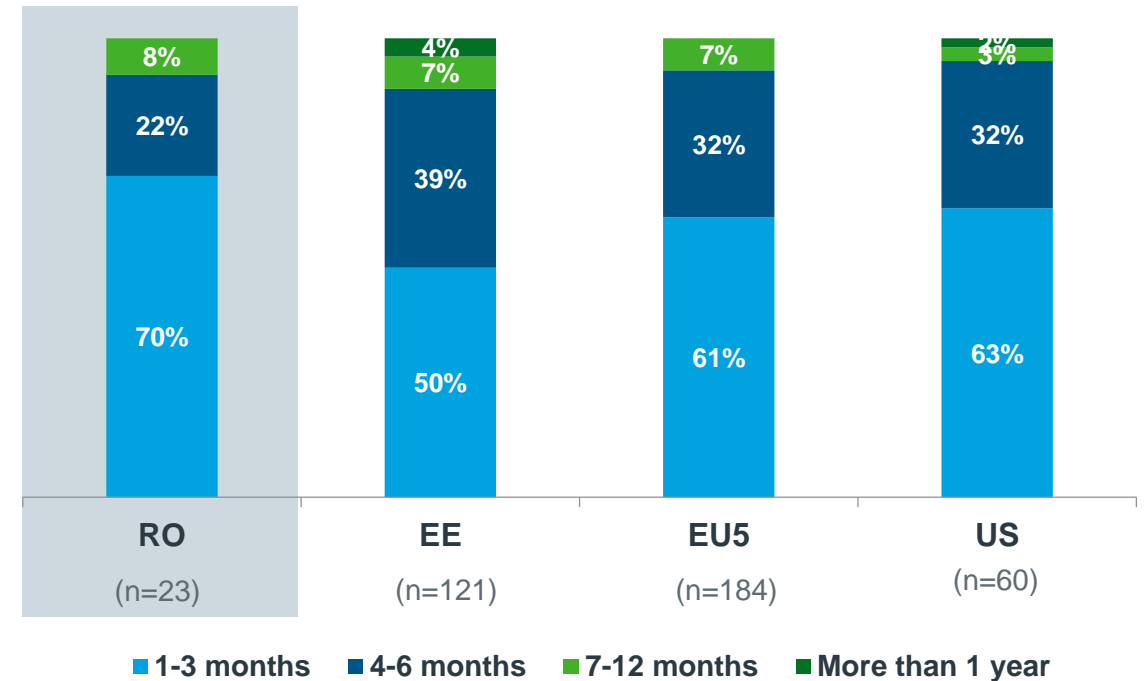


What percent of your patients that might see a delay in treatment due to the COVID-19 outbreak?



Assuming the COVID-19 crisis lasts for 6 months, how long will it take your hospital to perform chemotherapy/surgeries on the patients who postponed their treatment during the crisis?

Geographies	% patients with delay in treatment
RO (n=23)	32.0%
EE (n=121)	31.2%
EU5 (n=184)	33.6%
US (n=60)	33.5%



The sample size is a representative for those respondents who believe that delay in chemo/surgery will happen

Shortage of blood products and a strict visitor policy are the two major changes expected over the next few months as a result of COVID-19

Change expected in the cancer treatment practice



Do you anticipate any changes over the next few months due to COVID-19 crisis?

Anticipated changes over the next few months	RO	EE	EU5	US
Blood product shortage as possible decline in community blood drives, meaning issues for transfusion	63%	57%	45%	55%
No visitor policy except in case of end of life circumstances	52%	56%	46%	71%
Refer patients to other facilities as your hospital infrastructure may not be sufficient	44%	28%	22%	14%
Increase daily working hours of operation to conduct more chemotherapy cycles/surgeries to compensate loss during COVID-19 crisis	41%	49%	57%	45%
Add more surgery days/ chemotherapy cycles (over the weekend)	33%	24%	43%	26%
Addition of in-patient cancer units to prepare for shortage of beds in near future	22%	18%	25%	19%
Others	4%	4%	1%	--
No changes expected	4%	1%	2%	1%

*Others include: **HR**: I hope that malignant hematological diseases will start to be diagnosed again soon, Close cooperation of GP, hematologists, radiotherapists and surgeons. However in order to succeed we must be helped by patient who will come to us in spite the fear of COVID19 infection; **CZ**: We will work in more or less standard mode, therapy of oncologic patients will not be affected, none of the above mentioned, reducing the frequency of some ancillary examinations, increase in routine controls which are not postponed; **PL**: Worse prognosis due to diagnosing the disease at a later stage; **RO**: Increased cancer death rates because of delayed surgeries, diagnosis and oncological treatment*

Pharma companies can help by increasing their focus on Onco specific by sharing new developments via online channels and through PSPs

Initiatives by pharma/biotech to deliver the best care possible for patients

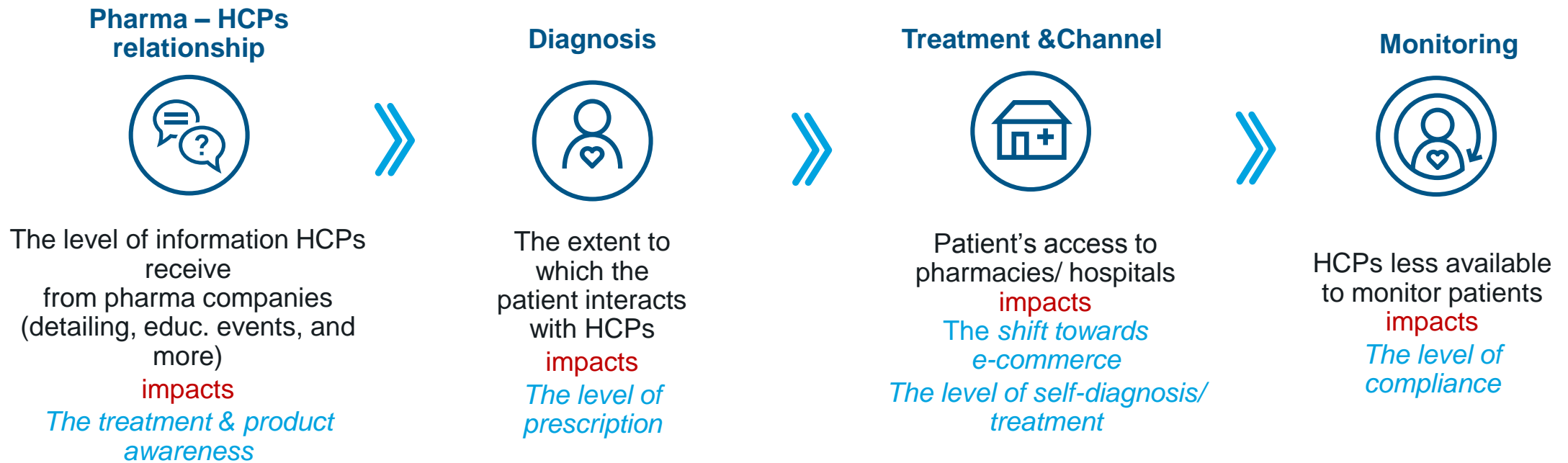


Would any of the following initiatives by pharma/biotech help you in delivering the best care possible for your patients?

Initiatives by pharma/biotech to deliver best care for patients	RO	EE	EU5	US
Disseminate new developments happening in hematology/oncology space via online channels like webinars, e-detailing, digital media, telemedicine	89%	67%	58%	58%
Increase in oncology specific nurses, home support services and through any other patient support services	74%	74%	68%	43%
Fewer sales Rep visits to hospital office as it increases chances of exposure	67%	60%	63%	56%
Develop online portal for physicians to assess what segment of cancer (metastatic/aggressive malignancy/early solid tumor) patients might be more susceptible to the mortality of COVID-19	41%	39%	48%	45%
Others	--	1%	--	1%
None	--	2%	--	1%

Looking ahead

As we have all experienced, every day is a new unprecedented chapter in the outbreak of COVID-19. Looking to the future, we need to monitor longer term impact on patient journey, HCP expectations and pharma companies response to it



Patient Journey



For further details please contact:
roxana.telespan@iqvia.com

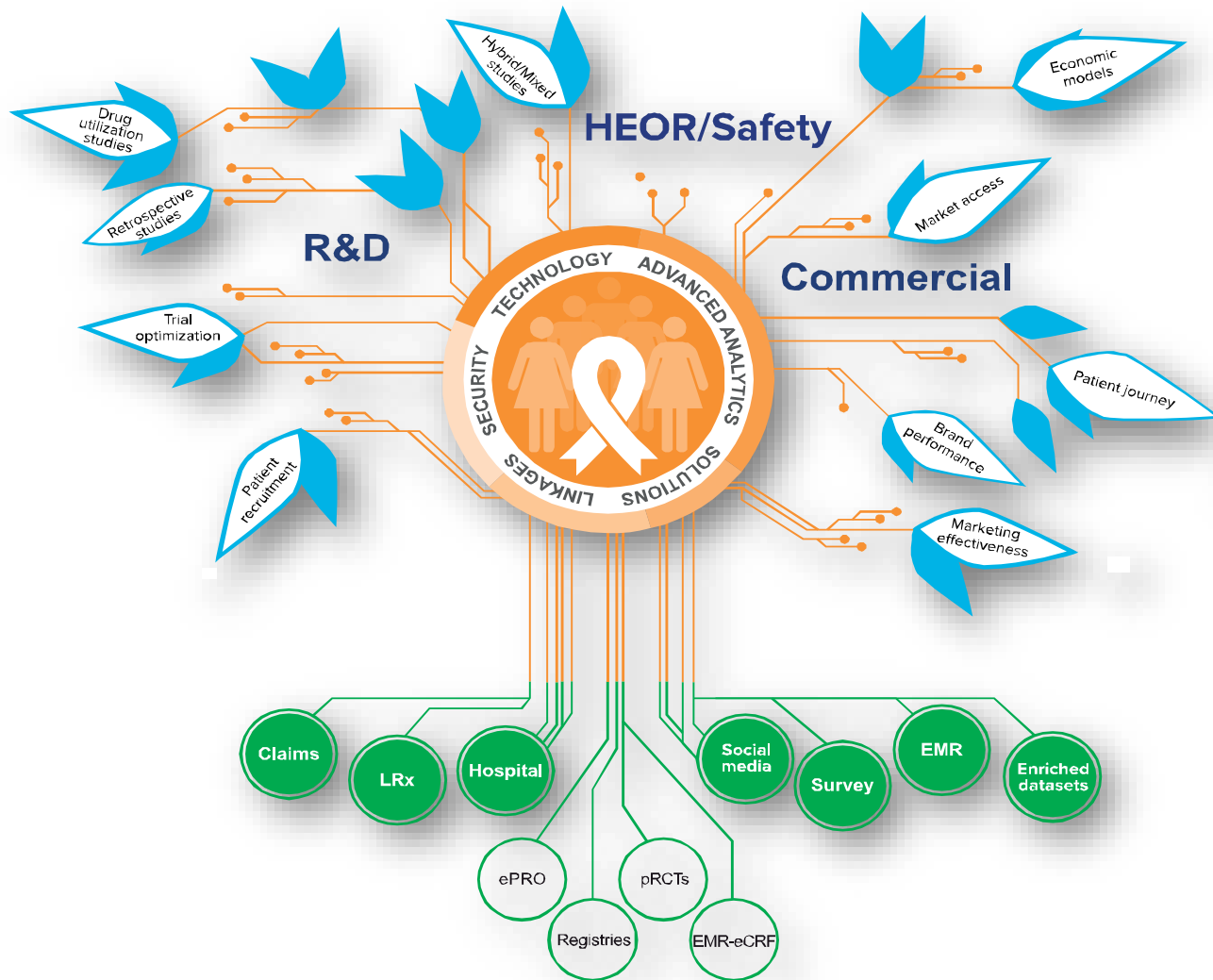


Oncology Treatment Insights

From patient file to prescription release

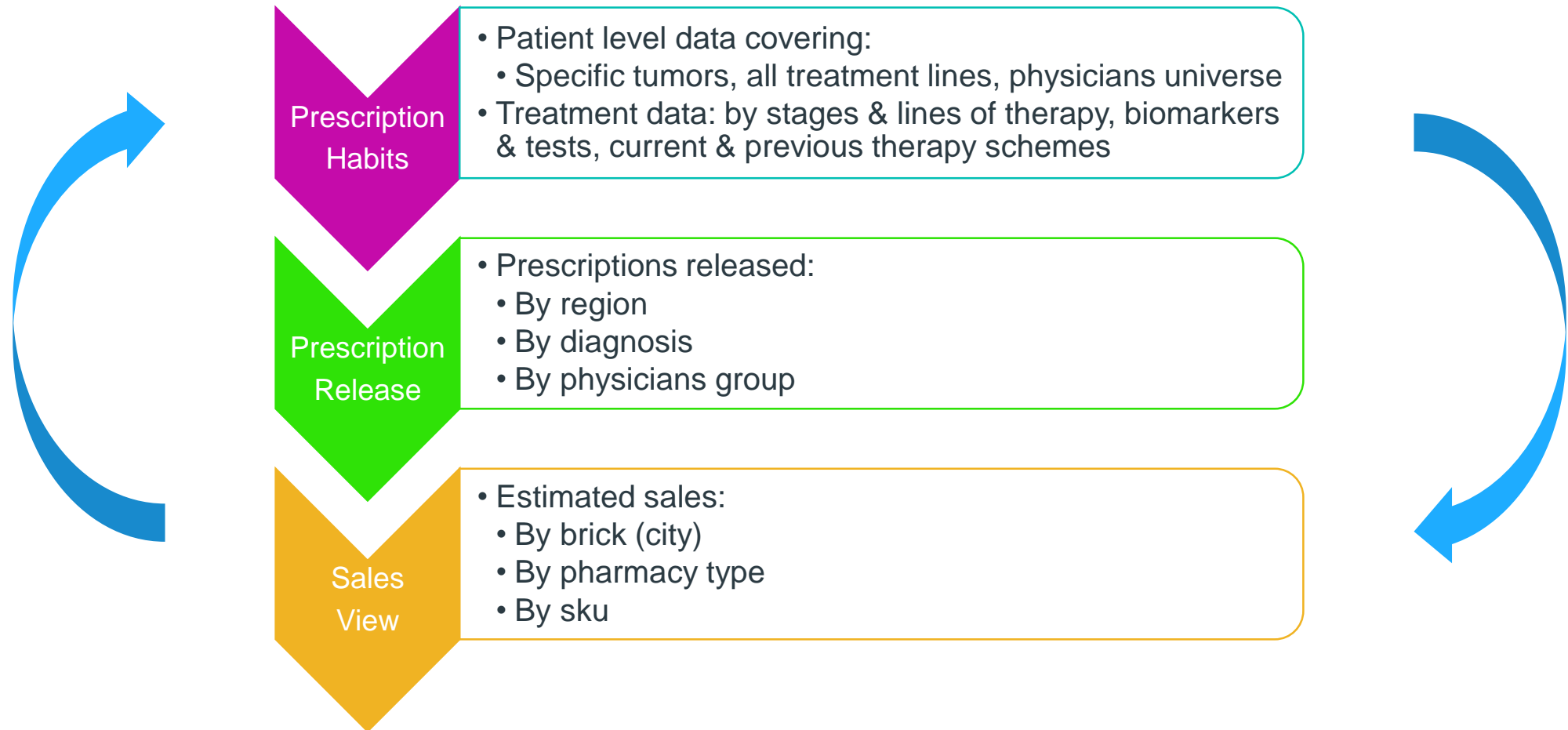
Cristian Radulescu

The oncology data-to-insights ecosystem is simple to define but complex to deliver

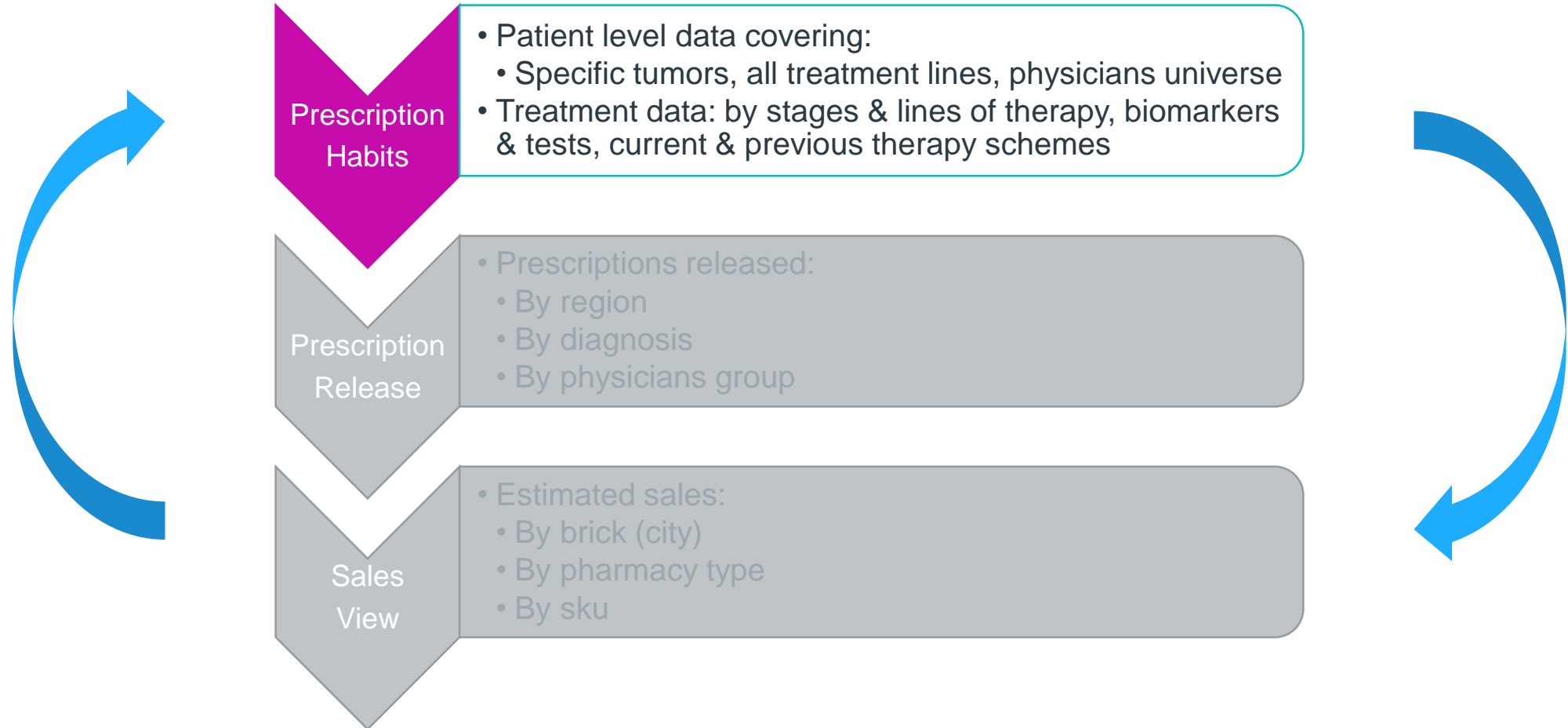


One single data set cannot provide the complete image of oncology treatments.

When epidemiology data is not available, other data sets can be used to define accurately where the market is and how to win



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What is Oncology Dynamics?

A cross-sectional survey that collects patient-level data provided at one specific point in time from a representative panel of physicians



- 5EU
- APAC: China, Japan, South Korea
- *Mexico, Saudi Arabia*
- *Newly launched in Q1 2019: Romania*

- All cancers aligned to natural prevalence of disease
- All stages and lines of therapy
- Drug treated patients only

- All drug-treating physician specialties

- Patient & clinical characteristics
- Biomarkers and relevant tests
- Current & previous **drug** treatments, including hormonals, standard chemotherapy, targeted therapies, immunotherapy & immunosuppressants
- Cancer-specific attributes

All data are de-identified at patient level and comply with relevant rules for patient privacy protection

Oncology Dynamics is supported by wide network of physicians across Romania. Collaboration with Hospitals is the next step.

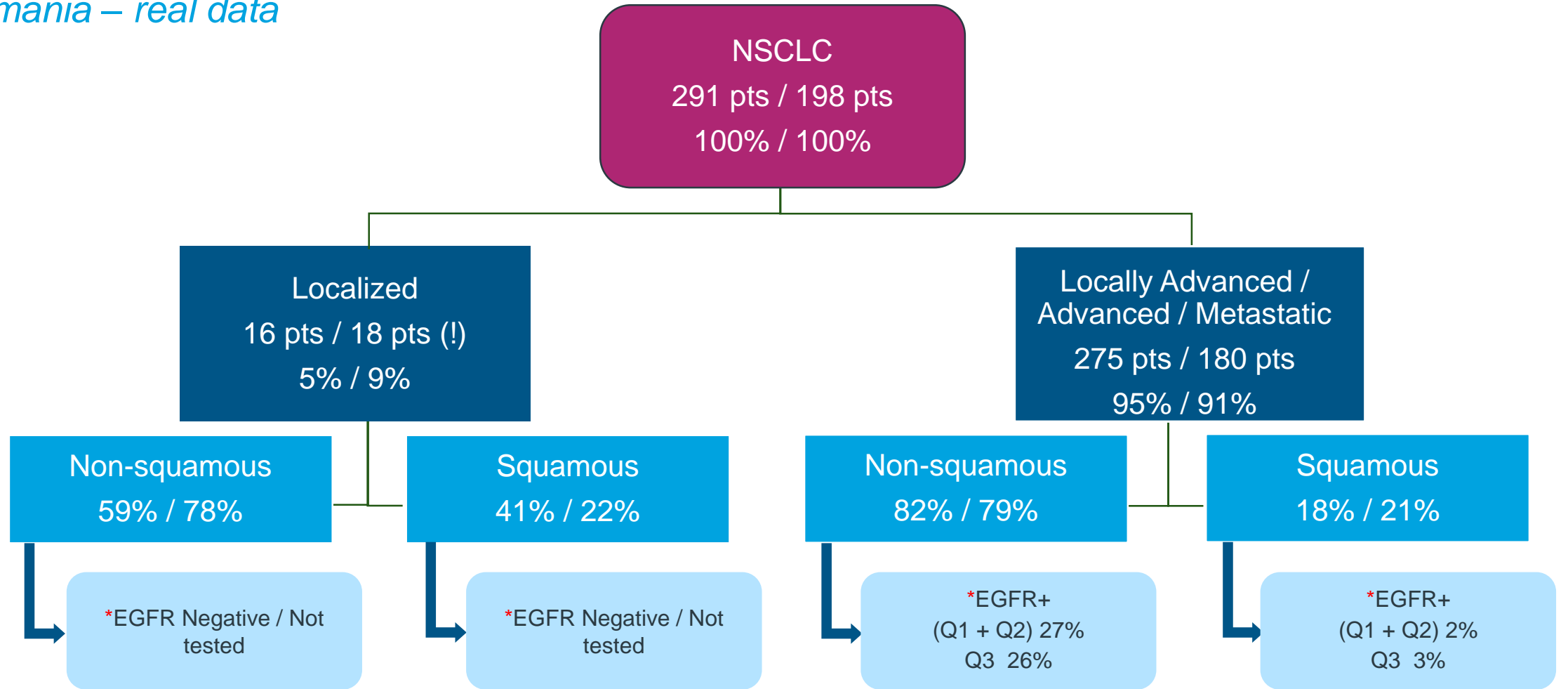


Oncology Dynamics participants overview:

- 85 Physicians
- 1,100 patients every quarter
 - › Breast
 - › Ovarian
 - › Lung
 - › Colorectum
 - › Melanoma
- Sites from 24 counties

The majority of drug treated NSCLC patients are in metastatic stage, non-squamous and EGFR+

Romania – real data

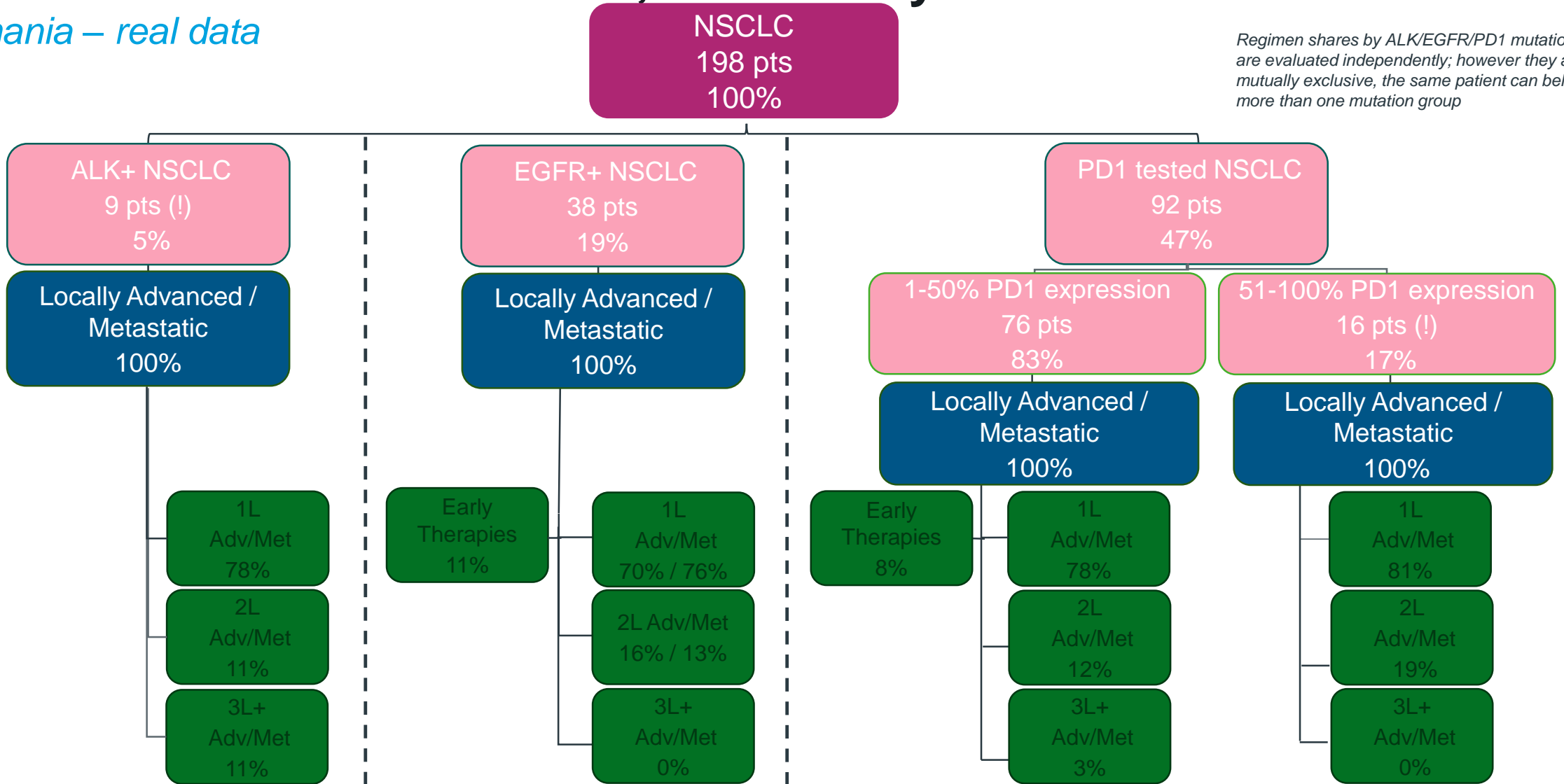


*Mutations may have been detected at different times (diagnosis, previous/current line of treatment)...

! Caution: Low sample size

Nearly all current drug-treated NSCLC patients who express ALK, EGFR or PD1 to some extent, are Locally Advanced / Metastatic

Romania – real data



Regimen shares by ALK/EGFR/PD1 mutation status are evaluated independently; however they are not mutually exclusive, the same patient can belong to more than one mutation group

! Caution: Low sample size

Regimen share by line of therapy: The market is very fragmented in each line of treatment

Romania – real data

*Early therapies= Early Stage/Primary therapy, Neo-Adjuvant & Adjuvant

NSCLC
198 pts
100%

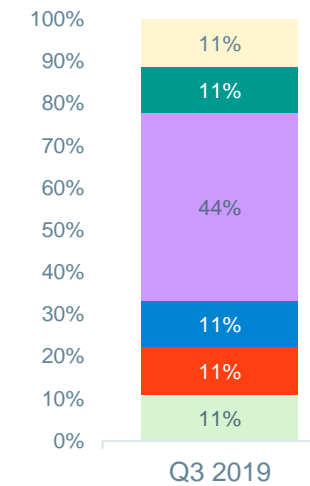
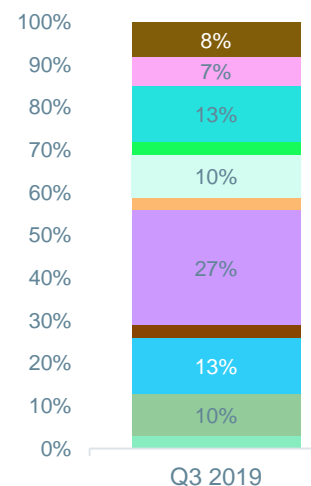
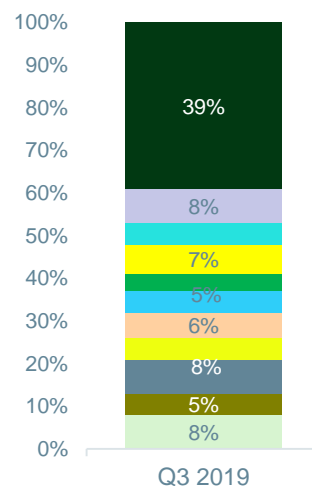
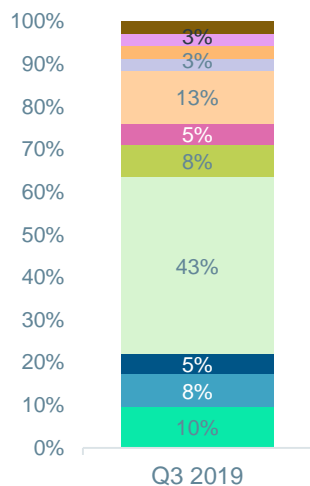
! Caution: Low sample size

Early Therapies*
40 pts
20%

1L Adv/Met
119 pts
60%

2L Adv/Met
30 pts
15%

3L+ Adv/Met
9 pts (!)
5%



- CARB/DOC
- CRIZO
- CARB/TOPO
- CISP/PEMET
- CISP/ETOP
- CARB/GEM/VINOR
- BEVA/CARB/PAC
- ETOP
- GEM
- CARB/ETOP
- CARB/ETOP/PAC
- CISP/PAC
- PEMET
- CISP/VINOR
- CISP/DOC
- CARB/PAC
- DOC
- GEM/VINOR
- OSIM
- CARB/VINOR
- CISP/GEM
- CARB/GEM
- VINOR
- CARB/PEMET
- GFTNB
- AFATI
- CARB/DOC/VINOR
- ERL
- CARB/PEMBR/PEMET
- PEMBR
- CARB
- TOTAL OTHERS

Top 10 regimens are shown and rest are included in the excel - total others

Historic 1L Adv/Met and current 2L Adv/Met NSCLC

Romania – real data

Prior 1L Adv/Met Therapy (30 pts) Top 4 - Regimens	Reason for stopping* prior 1L Adv/Met therapy	Side effects by Regimen*	Current 2L Adv/Met 30 pts																										
CARB/PAC 6 pts! 20%	<table border="1"> <tr><td>Couse Complete</td><td>33%</td></tr> <tr><td>Distant Progression</td><td>50%</td></tr> <tr><td>Stable disease</td><td>17%</td></tr> </table>	Couse Complete	33%	Distant Progression	50%	Stable disease	17%	<table border="1"> <tr><td>Hair Loss</td><td>50%</td><td>Nausea & Vomiting</td><td>33%</td></tr> <tr><td>Anaemia</td><td>17%</td><td>Neuropathy</td><td>17%</td></tr> <tr><td>Anorexia</td><td>17%</td><td>None</td><td>33%</td></tr> <tr><td>Change in Appetite</td><td>33%</td><td>Constipation</td><td>17%</td></tr> <tr><td>Others</td><td>50%</td><td></td><td></td></tr> </table>	Hair Loss	50%	Nausea & Vomiting	33%	Anaemia	17%	Neuropathy	17%	Anorexia	17%	None	33%	Change in Appetite	33%	Constipation	17%	Others	50%			
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AFATI 3 PTS! 10%	<table border="1"> <tr><td>Distant Progression</td><td>100%</td></tr> </table>	Distant Progression	100%	<table border="1"> <tr><td>Others</td><td>67%</td></tr> <tr><td>Change in Appetite</td><td>33%</td></tr> <tr><td>Rash</td><td>33%</td></tr> </table>	Others	67%	Change in Appetite	33%	Rash	33%																			
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Rash	33%																												
CARB/GEM 3 PTS! 10%	<table border="1"> <tr><td>Patient's Choice</td><td>33%</td></tr> <tr><td>Course Complete</td><td>33%</td></tr> <tr><td>Others</td><td>33%</td></tr> </table>	Patient's Choice	33%	Course Complete	33%	Others	33%	<table border="1"> <tr><td>Fever</td><td>33%</td><td>Others</td><td>33%</td></tr> <tr><td>None</td><td>33%</td><td>Rash</td><td>33%</td></tr> <tr><td>Hair loss</td><td>33%</td><td>Nausea & Vomiting</td><td>67%</td></tr> <tr><td>Anaemia</td><td>67%</td><td></td><td></td></tr> </table>	Fever	33%	Others	33%	None	33%	Rash	33%	Hair loss	33%	Nausea & Vomiting	67%	Anaemia	67%							
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CARB/PEMET 3 PTS! 10%	<table border="1"> <tr><td>Local Progression</td><td>67%</td></tr> <tr><td>Distant Progression</td><td>33%</td></tr> </table>	Local Progression	67%	Distant Progression	33%	<table border="1"> <tr><td>None</td><td>33%</td><td>Others</td><td>67%</td></tr> <tr><td>Neuropathy</td><td>33%</td><td>Nausea & Vomiting</td><td>33%</td></tr> <tr><td>Hair loss</td><td>33%</td><td>Change in Appetite</td><td>33%</td></tr> </table>	None	33%	Others	67%	Neuropathy	33%	Nausea & Vomiting	33%	Hair loss	33%	Change in Appetite	33%											
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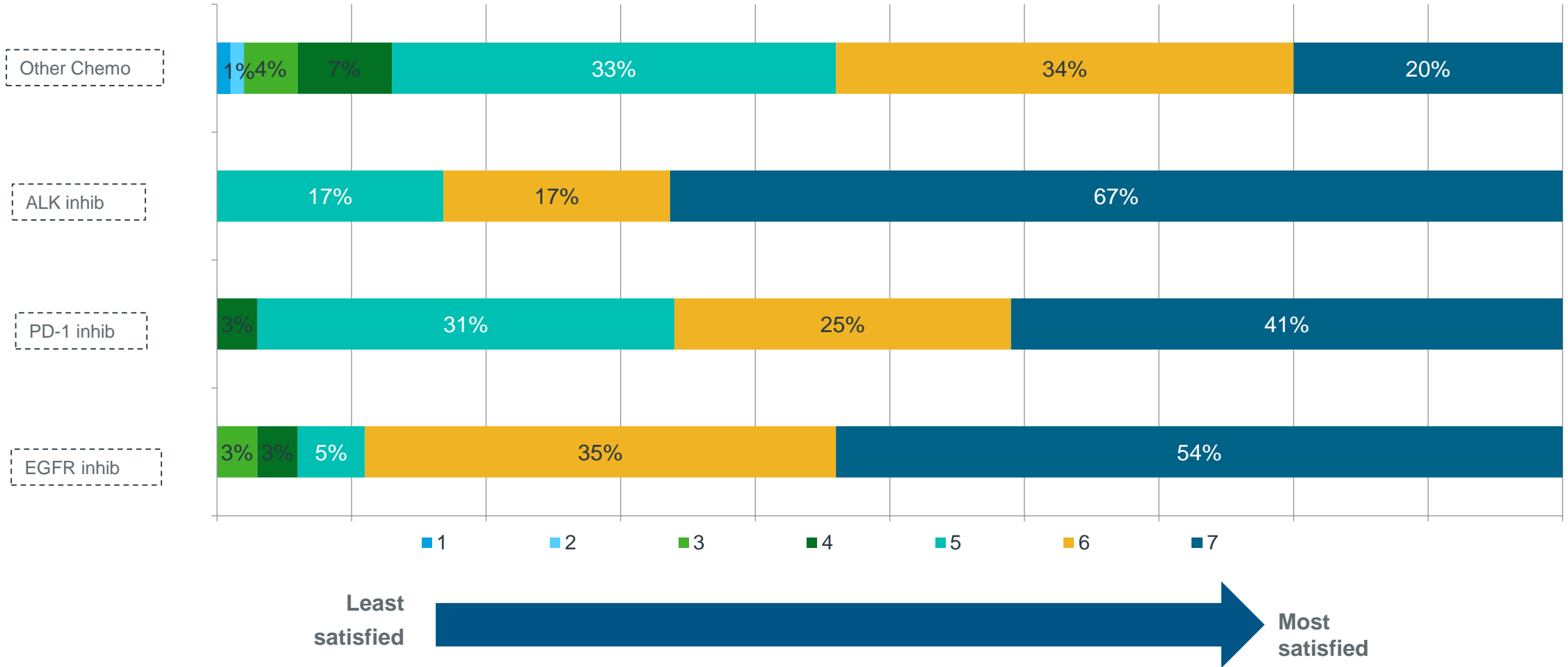
Please note that in some instances, % are higher than 100% due to possible multiple reason for stopping or multiple side effects for individual patient

! Caution: Low sample size

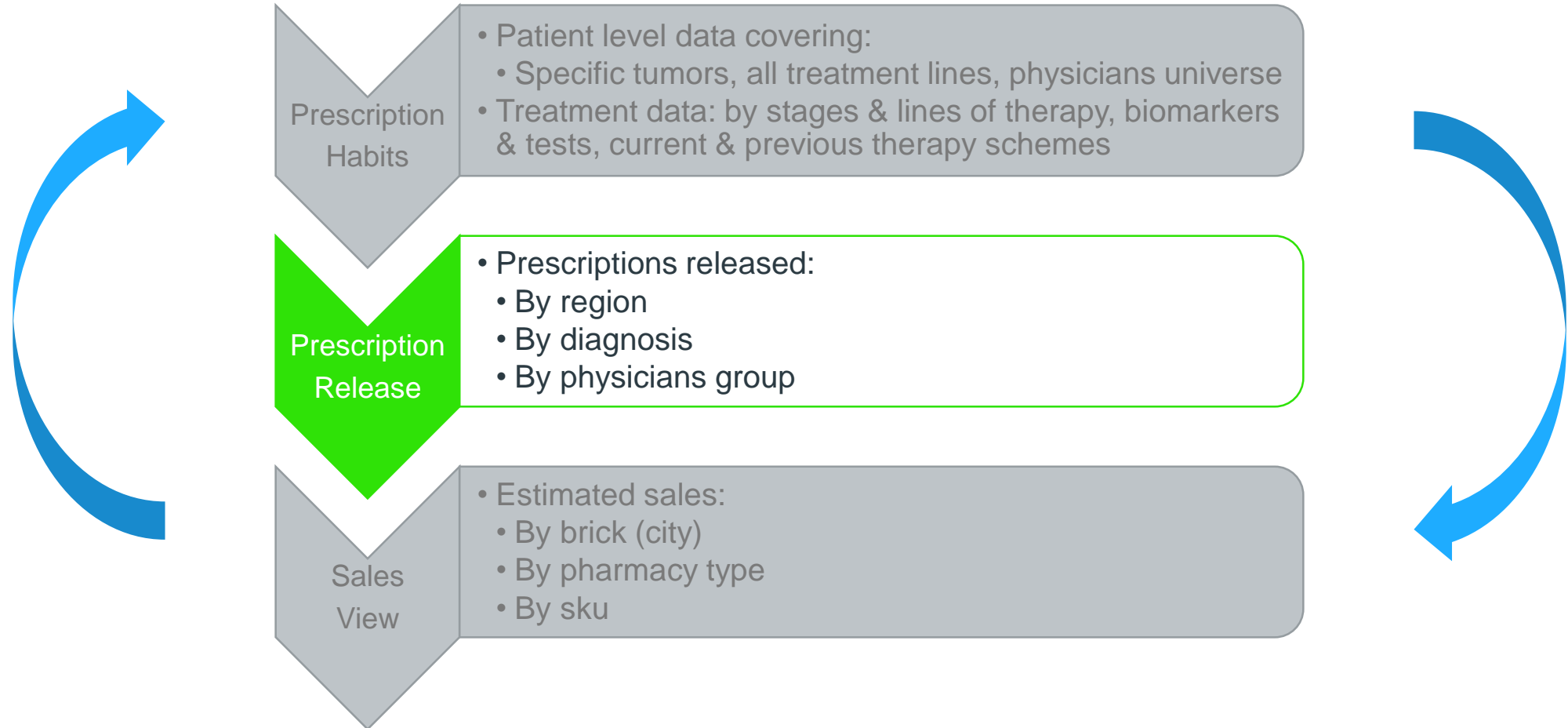
*Values <10% have not been shown due to low sample size

Physician satisfaction score by regimen type for NSCLC patients

Romania – real data

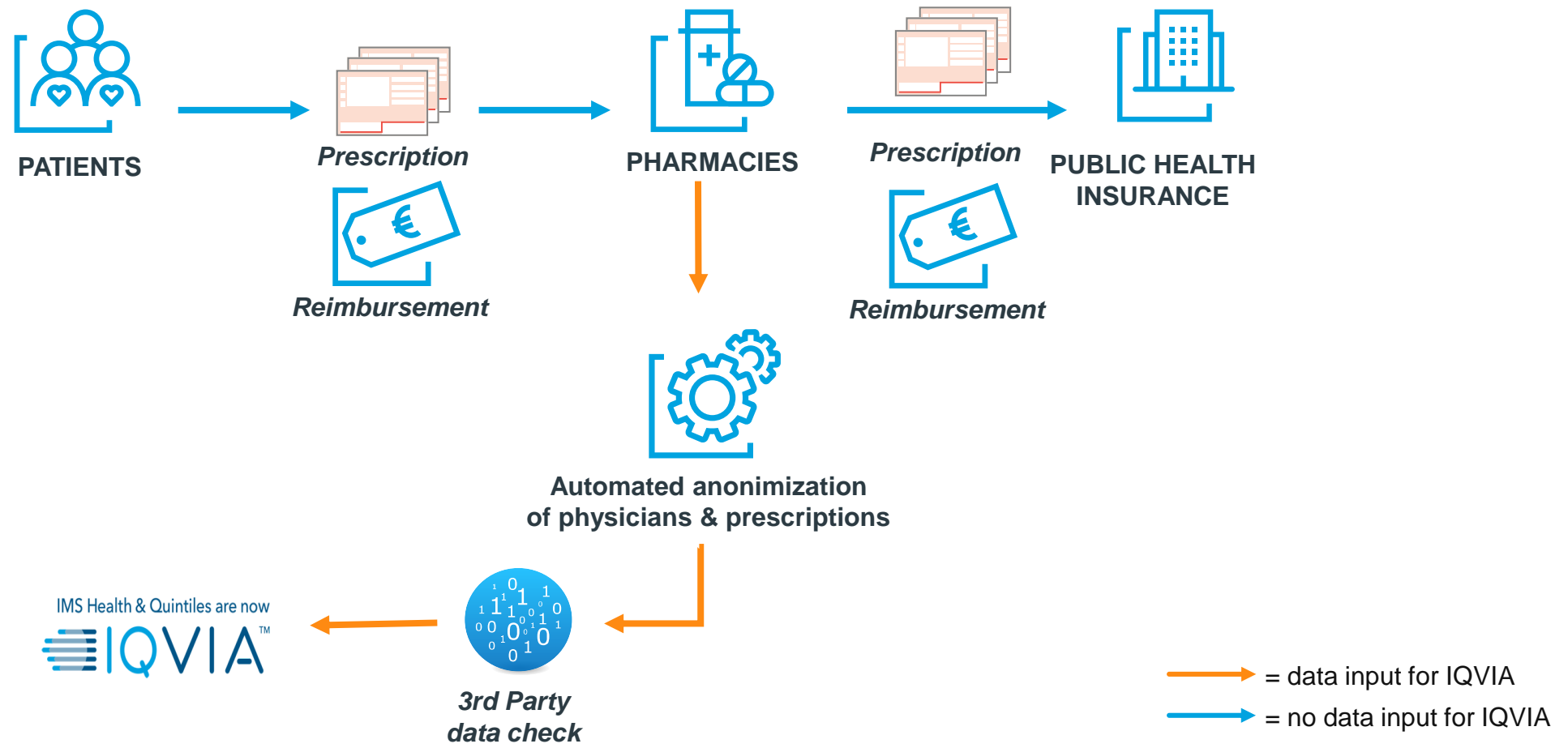


When epidemiology data is not available, other data sets can be used to define accurately where the market is and how to win



Xponent focuses on the prescribing volumes at different sub-national levels with a valid split by physicians groups

IQVIA uses the following prescription information and data flow to create Xponent service



Reimbursed prescriptions form the main component of Xponent[®]

Data collected is fully GDPR compliant

Serie Număr

1. Unitate medicală MF
 AMBULATORIU
 CUI SPITAL
 CAS - Contract / convenție ALTELE
 Aprobat Comisie MF-MM

2. Asigurat FORC Salariat Revoluționar
 Nume Co-asigurat Handicap
 Prenume Liber profesionist PNG
 CID Copil (<18 ani) Aktor social
 CE Elev / Ucenic / Student Șomaj
 PASS (18 - 26 ani) Personal contractual
 Data nașterii Creșdă / Lohuză Card European (CE)
 Pensionar Acorduri
 Veteran Internaționale
 0 - 730 lei / lună Alte categorii

3. Diagnostic / Cod Diag.

4. Det. prescriere Număr prescriere:

Ord. nr.	Cod diag.	Tip dg.	Denumire comasă internațională / Denumire comercială / FF / Concentrație	D.C.	Cantitate (UT)	%Pret ref.	Lista
1							
2							
3							
4							
5							
6							
7							

Parafă medic prescriptor L.S. Unitate

Semnătură medic prescriptor

Acest document a fost generat și semnat electronic conform prevederilor legii 455/2001 și a HG 1259/2001 de către: cu certificatul numărul din data emis de - furnizor de servicii de certificare acreditat conform legii

Prescribed drug (INN/brand)








Anonymized physician – geo area code

Insured category

Therapeutic scheme

Quantity

In IQVIA panel we have all national chains and 7 from 10 top regional chains – in total more than 3,600 pharmacies

National Chains (alphabetically)		Panel IQVIA
1	Catena 	YES
2	Dona 	YES
3	Gedeon Richter 	YES
4	Help Net 	YES
5	Remedia 	YES
6	Ropharma 	YES
7	Sensiblu & Dr Max 	YES

Regional Chains (alphabetically)		Panel IQVIA
1	2NA Farm	YES
2	Pharma 1	YES
3	Belladona	YES
4	Ecofarmacia	YES
5	Heliofarm	NO
6	Medimfarm	YES
7	Mini Farm	YES
8	Myosotis*	NO
9	Profesional Pharmaline	YES
10	TriFarm	YES

Xponent allows exact identification of high prescribers areas and performance evolution index

Single set of data is not enough anymore

- Prescription view:
 - Helps to identify areas where prescriptions potential is
 - Allow to focus promotional investments so as to capture quickly new sales

Physicians bricks	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020
B1ONCO001	468	309	386	431	372	362
B1ONCO002	808	603	617	678	643	719
B1ONCO003	459	458	435	476	393	387
B1ONCO004	762	632	760	786	639	691
B1ONCO005	614	576	649	664	521	622
B2ONCO001	280	264	348	305	296	214
B2ONCO002	613	599	684	637	580	659
B2ONCO003	148	130	163	136	109	150
B2ONCO004	86	59	40	65	70	49
B2ONCO005	288	249	192	276	242	332
B2ONCO006	259	242	213	172	231	227
B2ONCO007	72	47	33	57	43	40
B2ONCO008	245	194	214	220	269	271
B2ONCO009	104	107	103	118	77	124
B2ONCO010	210	68	103	53	76	126
B3ONCO001	638	632	687	591	618	585
B3ONCO002	189	222	265	302	247	265
B3ONCO003	725	492	583	602	486	670
B4ONCO001	205	238	270	231	223	263
B5ONCO001	602	519	538	576	525	528
B5ONCO002	167	213	179	190	194	209
Grand Total	7,938	6,853	7,460	7,564	6,854	7,492

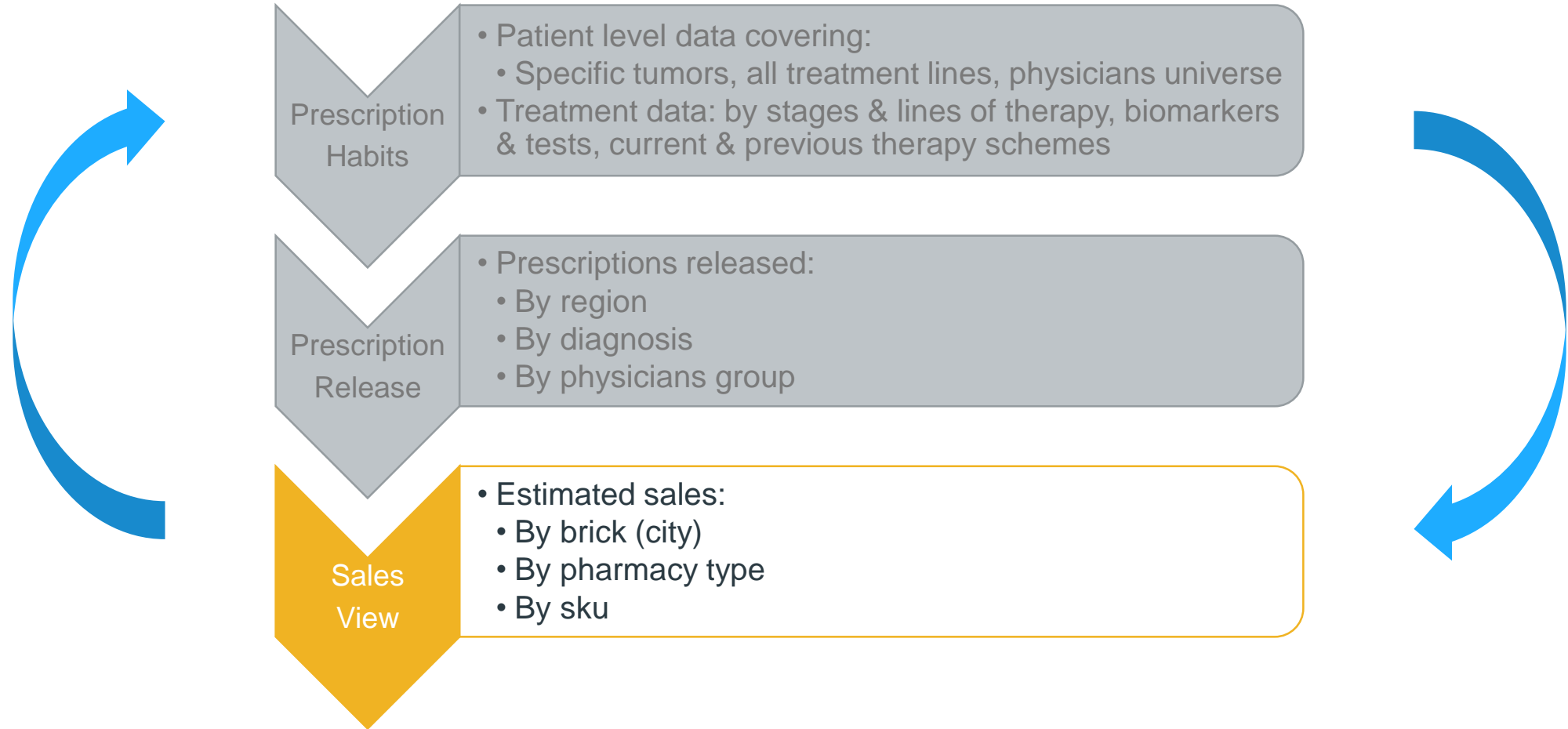
Assess in detail where the potential is based on very robust Xponent available data

Single set of data is not enough anymore

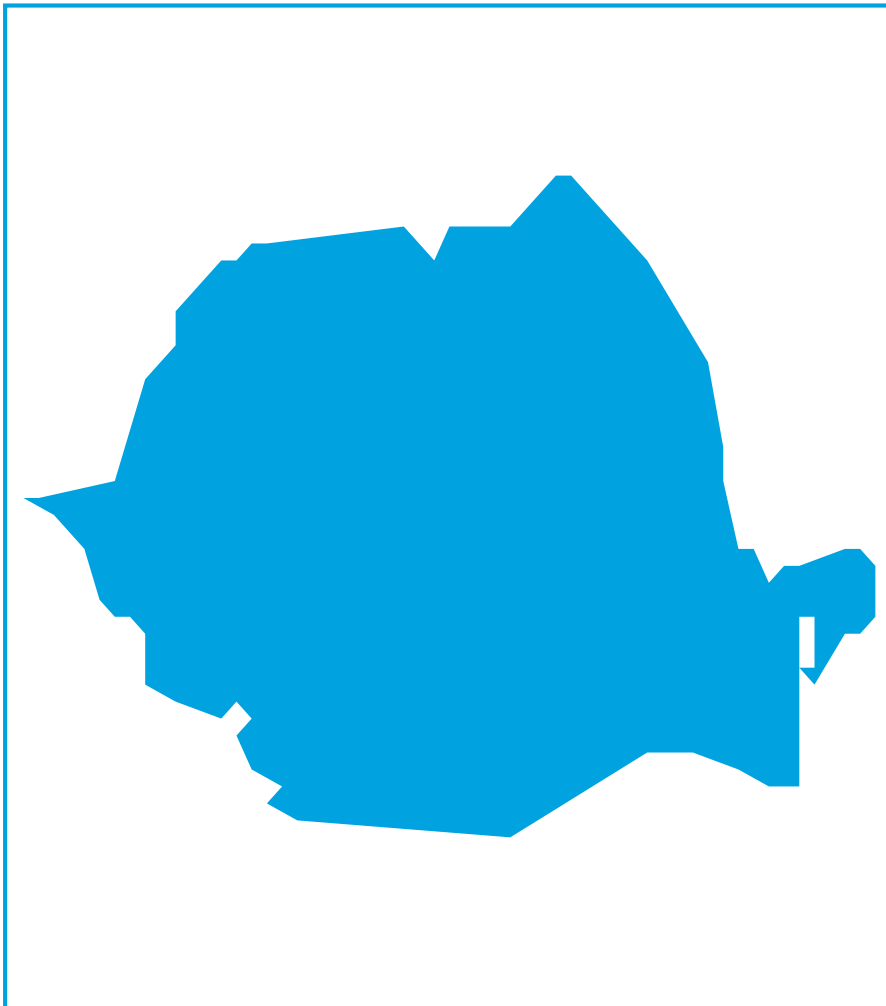
- Physician view:
 - Pin points high potential prescribers
 - Allow geo aggregation

Onekey_ID	Brick_XPO	Lastname	Firstname
M00003838	B1ONCO004	POPESCU	ANDREI
M00008339	B1ONCO004	VASILE	CRISTIANA BIANCA
M00010660	B1ONCO004	MANOLE	ANDREA
M00512583	B1ONCO004	POPESCU	MARA
M03835975	B1ONCO004	GEORGESCU	CĂTĂLIN NICOLAE
M04013164	B1ONCO004	RADU	CARMEN

When epidemiology data is not available, other data sets can be used to define accurately where the market is and how to win











The actual Retail Sell Out Audit structure enable companies to pin point accurately their trade performance



- Granularity is based on administrative territorial split structure (115 bricks / 47 counties):

County	# bricks	County	# bricks	County	# bricks	County	# bricks
Alba	2	Cluj	4	Ilfov	2	Timis	3
Arad	2	Constanta	4	Maramures	2	Tulcea	2
Arges	4	Covasna	2	Mehedinti	2	Vaslui	3
Bacau	2	Dimbovita	3	Mures	4	Vilcea	2
Bihor	2	Dolj	2	Neamt	4	Vrancea	3
Bistrita	2	Galati	2	Olt	3	Bucuresti 1	1
Botosani	2	Giurgiu	2	Prahova	3	Bucuresti 2	1
Braila	2	Gorj	2	Salaj	2	Bucuresti 3	1
Brasov	4	Harghita	3	Satu Mare	2	Bucuresti 4	1
Buzau	3	Hunedoara	6	Sibiu	3	Bucuresti 5	1
Calarasi	2	Ialomita	2	Suceava	3	Bucuresti 6	1
Caras Sev	2	Iasi	3	Teleorman	2	Total	115

In IQVIA panel we have all national chains and 7 from 10 top regional chains – in total more than 3,600 pharmacies

National Chains (alphabetically)		Panel IQVIA
1	Catena 	YES
2	Dona 	YES
3	Gedeon Richter 	YES
4	Help Net 	YES
5	Remedia 	YES
6	Ropharma 	YES
7	Sensiblu & Dr Max  	YES

Regional Chains (alphabetically)		Panel IQVIA
1	2NA Farm	YES
2	Pharma 1	YES
3	Belladona	YES
4	Ecofarmacia	YES
5	Heliofarm	NO
6	Medimfarm	YES
7	Mini Farm	YES
8	Myosotis*	NO
9	Profesional Pharmaline	YES
10	TriFarm	YES

Pharmacy panel covering over 75% of the market value, allows an accurate estimation of the entire market sales

Single set of data is not enough anymore

- Sell Out view:

Product - Level ATC 01	Region - City	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020
L0 ANTINEOPLASTICS	Sector 1	8,564	8,103	7,908	7,941	7,896	7,993
L0 ANTINEOPLASTICS	Sector 2	12,041	12,410	12,549	12,200	11,996	12,341
L0 ANTINEOPLASTICS	Sector 3	5,810	5,517	5,766	5,352	5,371	5,644
L0 ANTINEOPLASTICS	Sector 4	2,686	2,784	2,701	2,729	2,668	2,796
L0 ANTINEOPLASTICS	Sector 5	3,097	2,995	2,828	2,684	2,715	2,858
L0 ANTINEOPLASTICS	Sector 6	3,934	4,017	4,208	3,910	3,584	3,961

- Sales out shows where to focus in terms of coverage
- Sales evolution help identify promotional efforts and potential distribution opportunities/challenges



IQVIA ChannelDynamics[®] Promotional Activity Analysis

*Sales Force & Marketing Channel Performance
Measurement*

IQVIA ChannelDynamics®

Measuring life science communication to HCPs worldwide

WHAT

A database of essential sales force and marketing channel metrics

- Sales force detail volume and % share of voice (SOV)
- Sales force and marketing channel investment
- HCP perception of channel effectiveness
- Verbatim messages

WHERE

- USA, Canada, Japan, EU5, Brazil, Russia, India, China, Turkey
- Argentina, Colombia, Mexico
- Australia, South Korea, Taiwan, New Zealand
- Denmark, Finland, Norway, Sweden
- Belgium, Czech Republic, Greece, Ireland, Poland, Portugal, **Romania**, Switzerland
- Algeria, Egypt, Morocco, Saudi Arabia

▶ 36+ countries

WHY

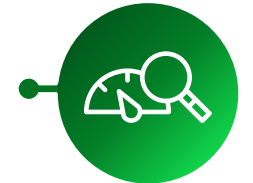
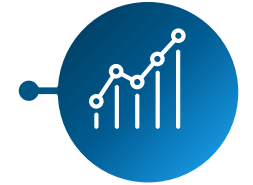
- Competitive benchmarking – see where you are in the marketing landscape
- Measure sales force levels and marketing channel mix
- Identify competitive strengths & weaknesses
- Plan and adapt your promotional strategy

HOW

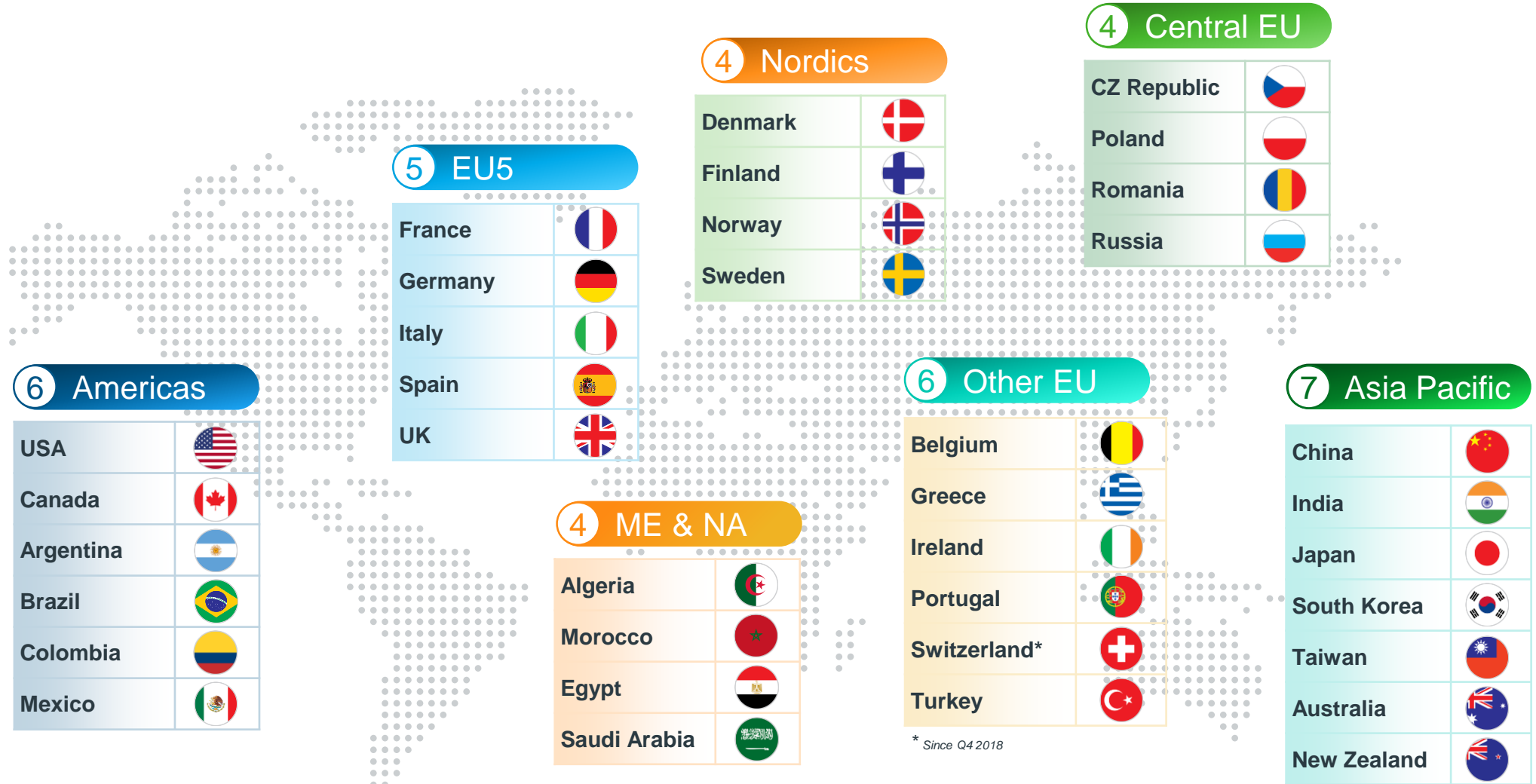
- Online daily diary questionnaire with over 30,000 recruited **Onekey** panellists
- Global or local database subscription access
- Ad-hoc / on-demand proprietary questions can be added in real time
- Access via IQVIA proprietary platforms or integrate with your own reporting system

WHEN

- Monthly & quarterly database updates
- Weekly bespoke reports available
- Back data? Of course! 7 years is standard but we have more...just ask!



ChannelDynamics - Worldwide coverage: 30+ countries



* Since Q4 2018

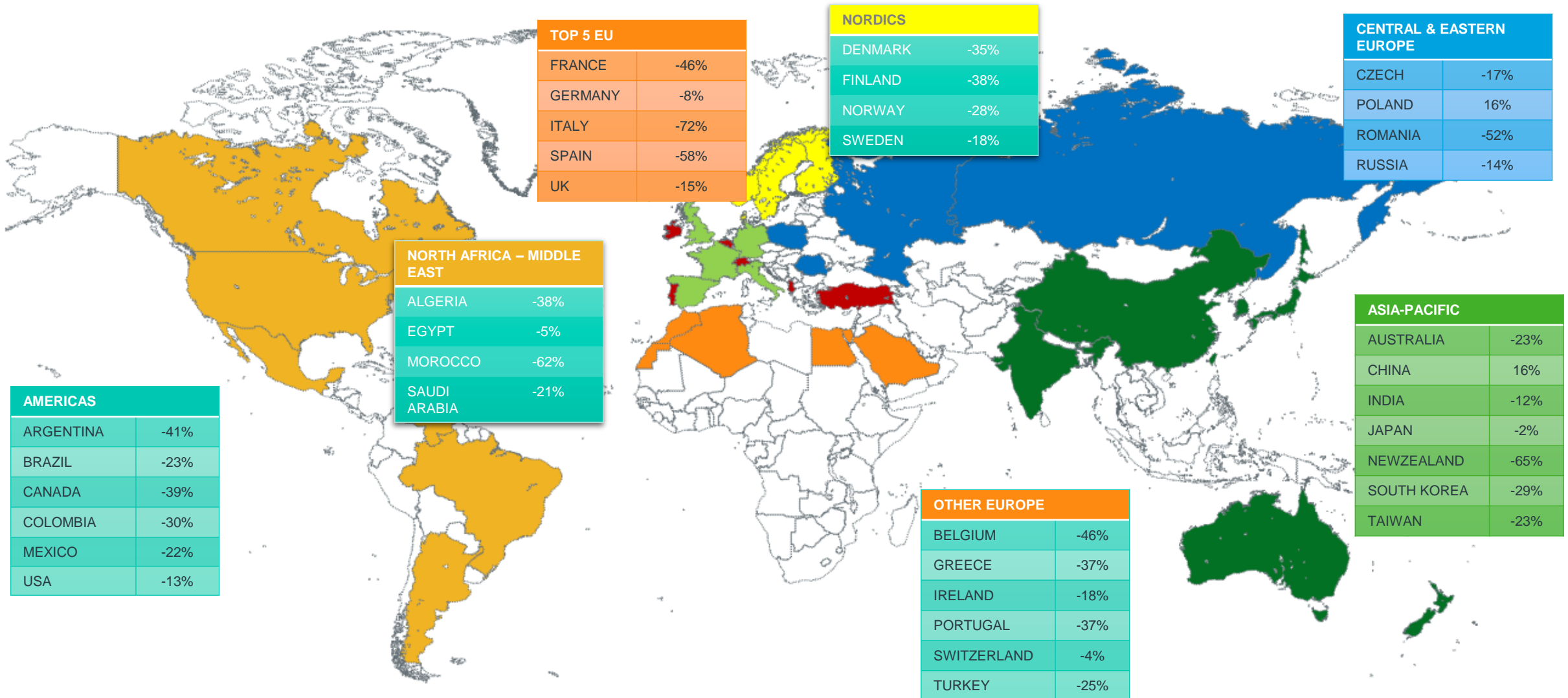
COVID-19 has resulted in major changes to life-science communications

IQVIA ChannelDynamics have developed new analysis to illustrate these changes

- The global COVID-19 pandemic has greatly impacted **how the pharmaceutical industry communicates** with Health Care Professionals (HCPs).
- Understandably, **access** to HCPs in many countries has been **restricted or limited**, with detailing interactions often deprioritized.
- The pharmaceutical industry has **responded rapidly**, refocusing interactions with HCPs and employing different communication channels, including switching from face to face to remote methods.
- **These changes may never fully reverse**. Many of the new ways of working, adopted out of necessity in a time of crisis, could become the new normal.
- ChannelDynamics[®] survey derived analysis **can help the industry understand** the pace and extent of this change as it happens.

Promotional interactions decline globally

Year-on-year growth by country, for the 30 days to 5th April in 2019 and 2020

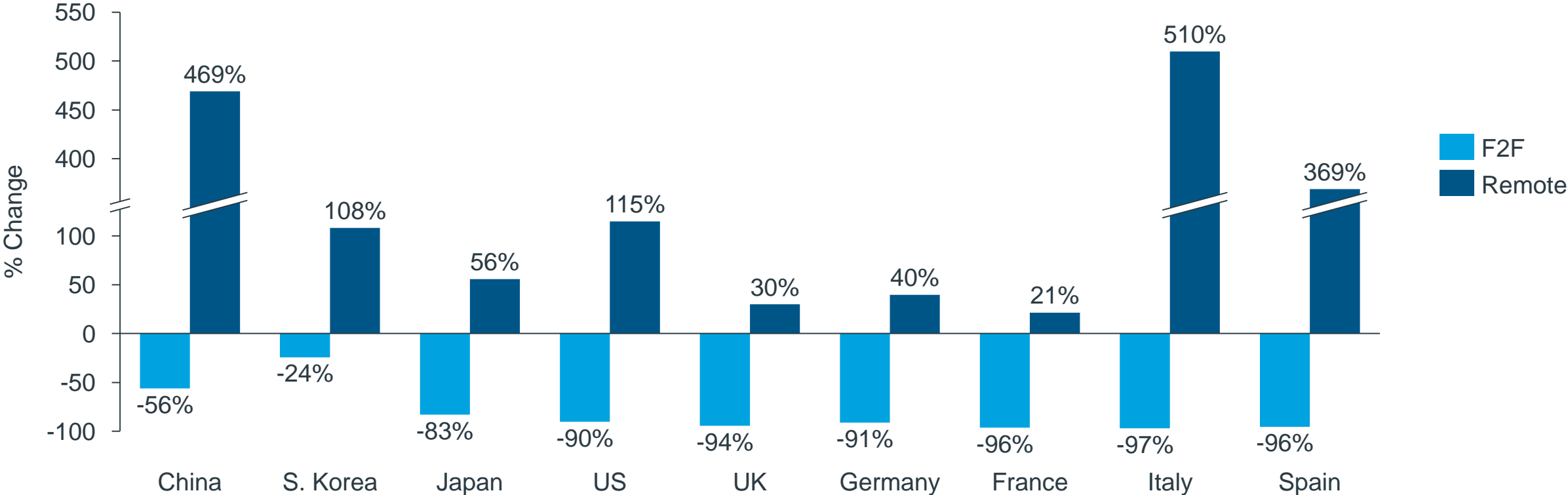


*Rolling 30 days data as of 5th of April

Significant decline in face to face promotional activity in countries affected earliest by COVID-19 to date

Significant increase in remote interactions in China, South Korea, US, Italy and Spain

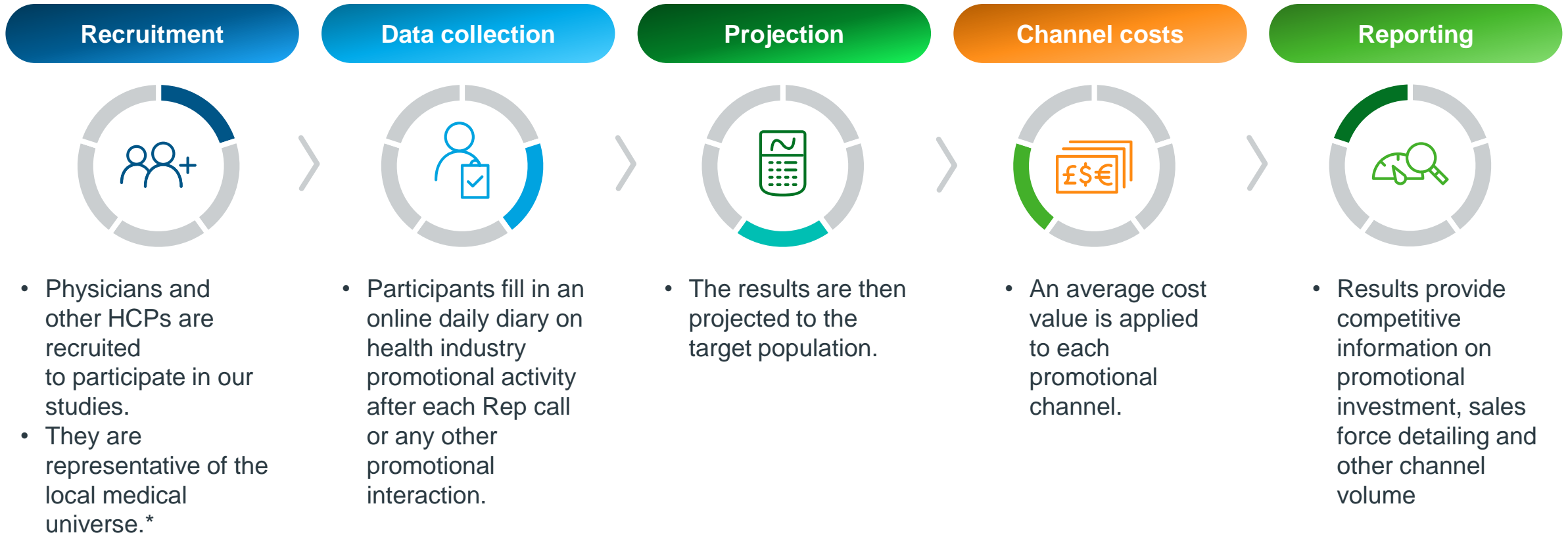
May* 2019 vs May* 2020 - % Change in absolute recorded promotional volume



Source: IQVIA European Thought Leadership; ChannelDynamics 17/05/2020; F2F includes detailing and meetings, Remote includes phone detailing, e-detailing (live+automated), postal & e-mailings, e-meetings (live+automated)

*30 day period to 17/05

ChannelDynamics - Overall methodology



* For coverage and panel composition, see Appendix

Detailing metrics available for SOM, SOV and WA

Detailing Metrics*	SOV		SOM
	curent	WebAnalyzer	
• Product Details (face-to-face, online, telephone)		✓	
• Nb of products presented		✓	
• Position in call	✓	✓	
• Contact type (face to face, telephone, internet)		✓	
• Representing company	✓	✓	✓
• Visit category (informative or commercial)		✓	
• Visit function (product presentation, sample drop or institutional)		✓	
• <i>Quarterly visits frequency estimation</i>			✓
• Visit level of interest/Usefulness and value of call	✓	✓	✓
• Physician's current prescribing	✓	✓	✓
• Physician's future prescribing intent	✓	✓	✓
• Extra analyses – loyal prescription values (MAT level)		✓	✓
• Sales Performance KPIs		✓	✓
• <i>Most satisfying cooperation (first mention and all mentioned)</i>			✓

* All metrics available at company, brand, molecule, ATC & target (specialist) level.

** Weighted and non-weighted calls (based on position of product detail) are available.

IQVIA customized analysis allows you to select the data attributes and measures that are most relevant to your company

Select the data attributes and measures for your customized analysis

Data attributes available for custom analysis:

1. **Country** (Over 30 countries available)
2. **Channel** (7x standard channels, or 3x grouped channels: F2F/Remote/Email & Mail)
3. **Physician Specialty** (16 specialty types, including cardiology, dermatology, diabetes, oncology etc.)
4. **Therapy Class** (Interactions classified by ATC1,2 and 3)
5. **Company** (Manufacture or Corporation)
6. **Brand or Molecule**

Key measures available for custom analysis:

- **Volume of Interactions** (% Share & % Change)

Note: the number of interactions is not reported. The relative share and change is reported, such as company's share of interactions by country, by channel, compared with a historic time period.

HCP perception of interaction:

- For the selected data attributes, the average perception of the interaction (3 types below), and the change in perception can be reported.
- **Converted Call** (Converted/Not) (% Share & % Change)
- **Prescription Future** (Increase/Remain/Decrease in Rx) (% Share & % Change)
- **Quality of the Contact** (Not Useful/Somewhat Useful/Very Useful) (% Share & % Change)

Appendix

Channel Dynamics Romania panel coverage 2020

Physician Specialty	Start		Universe size	Quarterly panel size
GP (panel)	january	2003	10,259	80
GP OTC (tel)	january	2016	10,259	200
CARDIOLOGY	january	2003	1,380	90
DERMATOLOGY	january	2011	1,009	75
DIABETOLOGY	january	2011	725	75
E.N.T.	january	2011	962	90
GASTROENTEROLOGY	january	2011	553	75
GYNECOLOGY	january	2011	2,087	100
IM	january	2003	1,648	100
INF. DISEASE	january	2011	555	75
NEUROLOGY	january	2011	1,083	90
ONCOLOGY	january	2011	456	60
PEDIATRICS	january	2003	1,912	100
PHARMACISTS	january	2011	9,310	200
PHARMACISTS OTC	january	2016	9,310	200
PNEUMOLOGY	january	2011	971	75
PSYCHIATRISTS	january	2011	1,469	90
RHEUMATOLOGY	january	2011	1,156	75
UROLOGY	january	2011	497	60



Thank You!

