



IQVIA™ Pharmacy Intelligence PRICE ANALYTICS

Manufacturer price tracking analyses

October 2020

At which price are your products sold in the retail market across different regions of the country?

Find out the variation between your recommended price and the retail price



IQVIA leverages the price data from our panel pharmacies to provide a price insight tool

Find out the variation between your recommended price and the retail price



IQVIA™ Pharmacy Intelligence Price Analytics

Helps you to...



Plan launches or campaigns



Track regional variations to target promotions



Track price evolution of competitor products



Helps to understand competitive prices, price range and most frequent consumer prices

Questions you may have

LAUNCH AND CAMPAIGN PLANNING

- What is the overall price performance within the category: are prices increasing/ decreasing?
- Are there significant price deviations indicating aggressive discounts or promotions?
- What are the specifics per geography and pharmacy segment?

Overview and evolution of prices at pack level

Key features

- Fast check on latest average price at national level and regional level and by pharmacy segmentation
- Traffic light on change to previous flagging latest price increases or decreases
- Price history trends over time
- Ability to export data in the table

IQVIA | Pharmacy Price Analytics Welcome, ckirszberg@uk.imshealth.com

HOME > CATEGORY OVERVIEW
R06 ANTIHISTAMINES SYSTEMIC

Geography: ALL Segmentation: ALL Latest Period: Feb 2019

Search by category (or code), product, molecule

01E

	APC	Product	Pack	Manufacturer	ATC4	OTC4	Weighted Price	Price History	Price Change vs 3 months avg	Price change vs Previous Month
➔	98380	ALERIC DESLO ACTIV	TABS ORODISP 5 MG 10	USP ZDROWIE	R06A0	01E1C	12.77		0.07 0.52%	▲ 0.05 0.39%
➔	98347	ALERIC DESLO ACTIV	TABS ORODISP 2.5 MG 10	USP ZDROWIE	R06A0	01E1C	11.53		0.31 2.76%	▲ 0.73 6.76%
➔	87166	ALERIC DESLO ACTIV	SOLUT. 0.5 MG /1ML 1 60 ML	USP ZDROWIE	R06A0	01E1M	17.79		0.1 0.59%	▲ 0.18 1.02%
➔	36150	ALERZINA	FILM C.TABS 10 MG 10	LEK-AM	R06A0	01E1C	7.30		0.27 3.81%	▲ 0.31 4.5%
➔	73960	ALLEGRA	FILM C.TABS 120 MG 10	AVENTIS	R06A0	01E1C	13.17		0.17 1.32%	▲ 0.15 1.16%
➔	19727	ALLERTEC	FILM C.TABS 10 MG 7	WARSZAWA ZF PLF	R06A0	01E1C	7.13		-0.04 -0.6%	▼ -0.04 -0.61%
➔	56826	AMERTIL BIO	FILM C.TABS 10 MG 10	BIOFARM	R06A0	01E1C	8.64		0.06 0.7%	▲ 0.02 0.28%

Insights it gives:

- Price comparison vs. competitors on pack level allows to track trends over time
- Entire retail pharmacy portfolio covered

Helps to understand competitive prices, price range and most frequent consumer prices

Questions you may have

DISCOUNTS

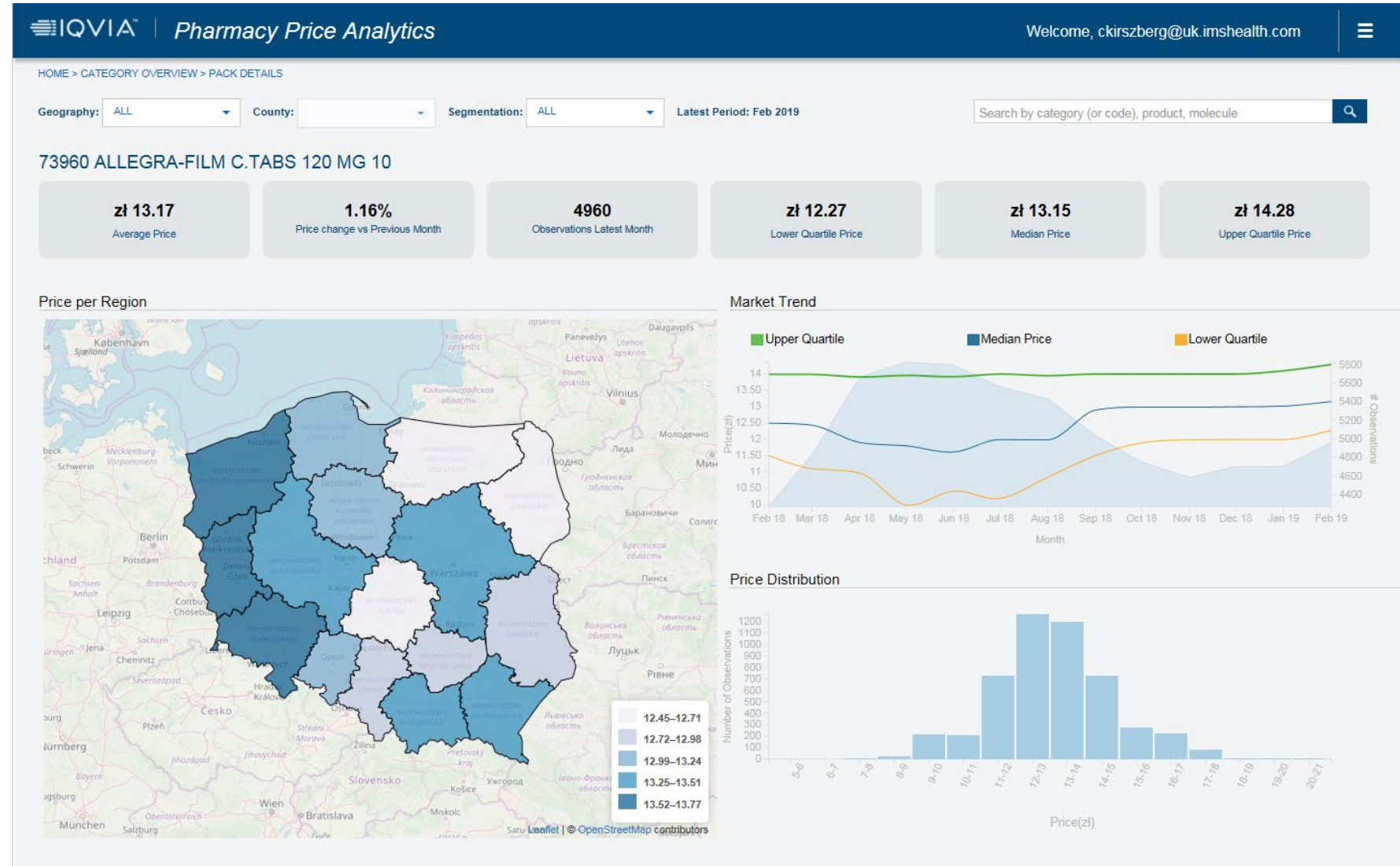
- Is the discount transferred to the retail price or do pharmacies keep the margin? Is the retailers' strategy consistent for all products in the category?
- How does the pricing strategy vary across geographies and pharmacy segments?
- What is the retail price for non-registered products where wholesaler and pharmacy margins are not regulated?

National and regional level price summary

Key features

- **Pack level analysis** allows to track prices in **different geographical regions** and sub-regions

Insights it gives:
Are there price differences from region to region?



Helps to understand competitive prices, price range and most frequent consumer prices

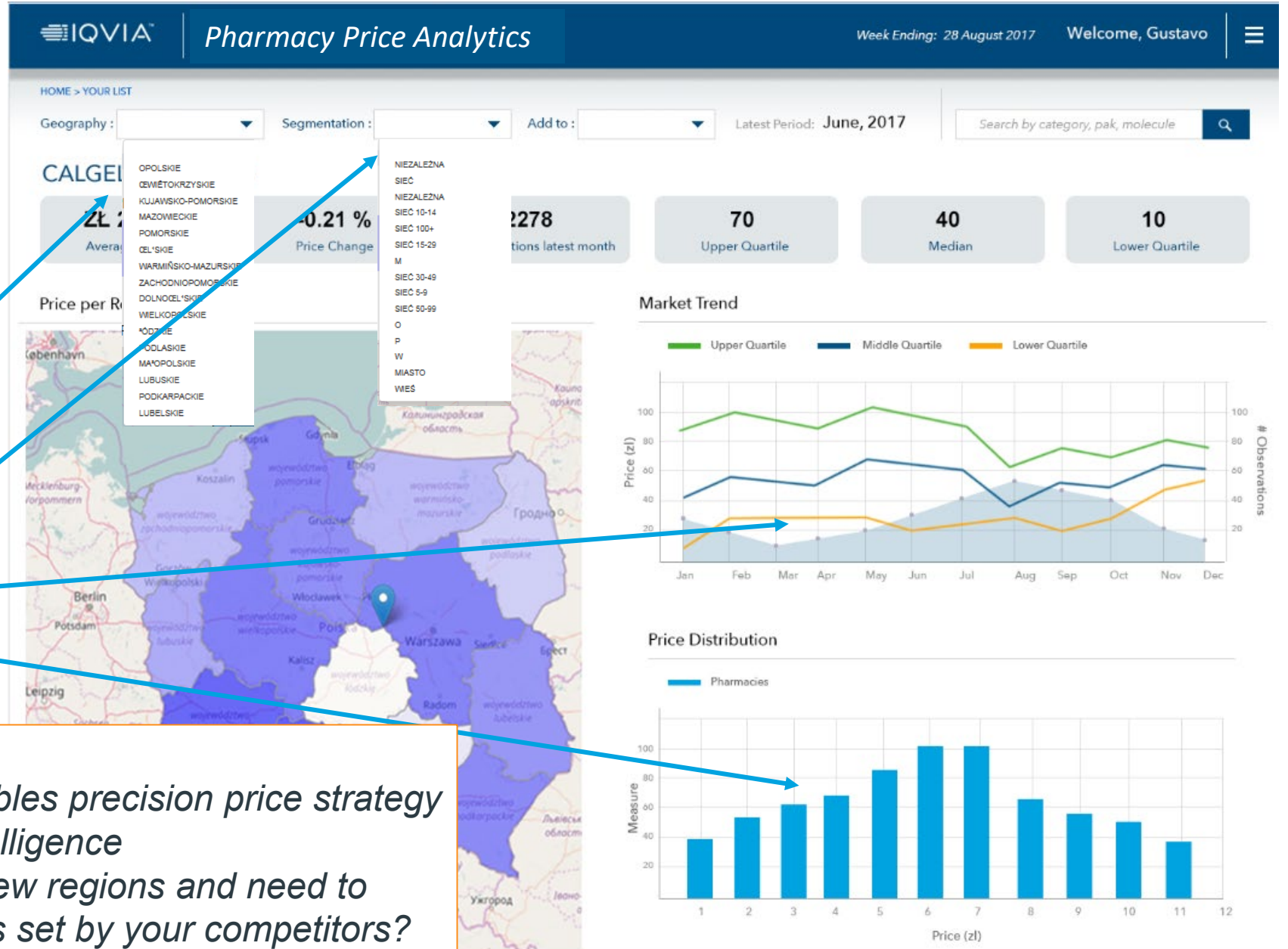
Questions you may have

STRATEGIC PLANNING

- What is the sales rank of your product versus competitors within the sample of pharmacies?
- How does this vary in different regions or segments when you compare your own range with competitive products ?

Price detail

Geo breakdown



Price developments by pack showing the price development

- by region
- by segment
- Hi, low, median
- Price frequency

Insights it gives:

- Granular price tracking enables precision price strategy targeting or competitive intelligence
- Are you planning to enter new regions and need to understand the price ranges set by your competitors?

Informed decision making with Price Analytics

Being informed helps to be ahead



Be more precise in your price setting strategy for new product launches



Efficiently shape your marketing campaigns by taking regional price differences into account



Track your competitors' price evolution and adjust your own price strategy where appropriate



Thank you!