




IQVIA Romania Weekly Sell Out

*Your Partner for Growth
2020*

IQVIA collects data at various points and creates specific reports for local and global applications



Wholesalers



IQVIA Sell In Audit

National and sub-national purchases of public pharmacies

National and sub-national purchases of hospitals



Pharmacies

IQVIA Sell Out Audit

IQVIA PharmaTrend®

IQVIA OTC® Report

RX-drugs, non-RX drugs and non-medical product sales



Pharmacy coding centers

IQVIA Prescription Audit

IQVIA Xponent®

IQVIA® NDA

National and sub-national NHIH (CNAS) prescriptions by specialist group & by geographical area



Physicians



IQVIA Channel Dynamics™

Channel Dynamics™
Continuous, weekly study recording promotional activities performed by pharma companies and measuring marketing expenses (SOV), visit and message recall (SOM), promotional channels, loyalty level, visit frequency, etc.




Hospitals




IQVIA Hospital Consumption Data

IQVIA Hospital Consumption Data*
Consumption of medicinal products by department*



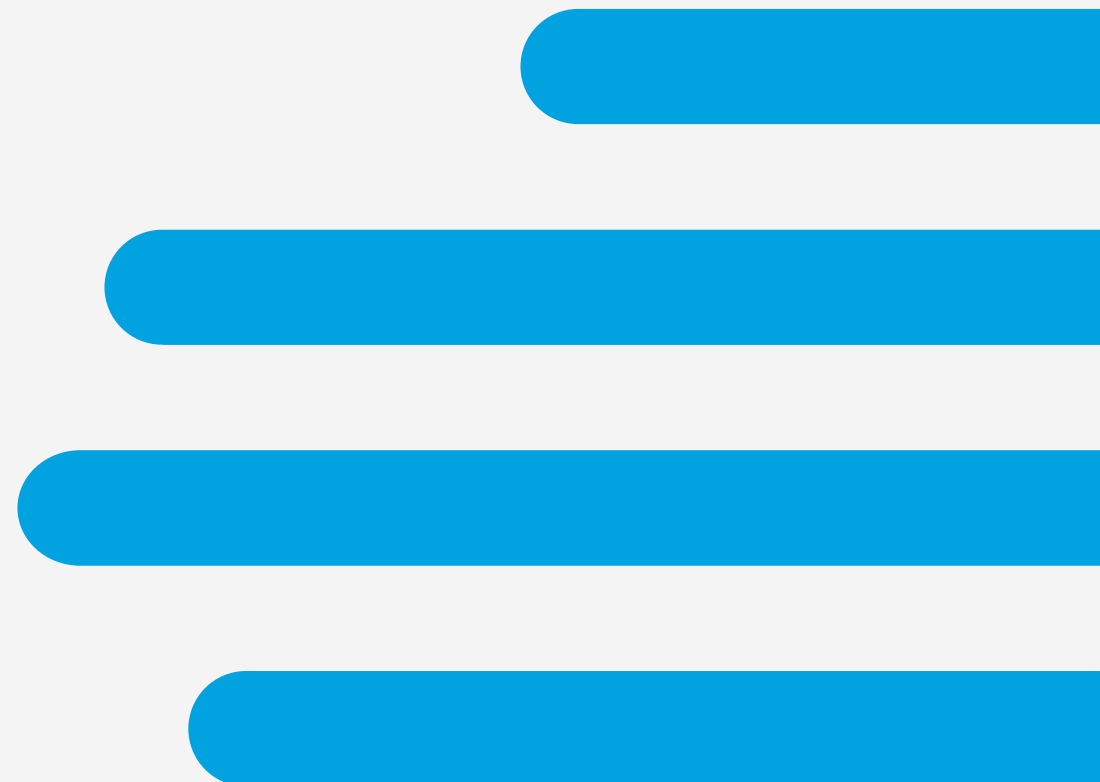
MIDAS™
Gold standard for global market evaluation



IMS® OneKey
Reference database in the healthcare sector

* Service under development
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IQVIA Weekly Sales Out



Near real time sales tracking is paramount for very dynamics markets to enable rapid business decisions

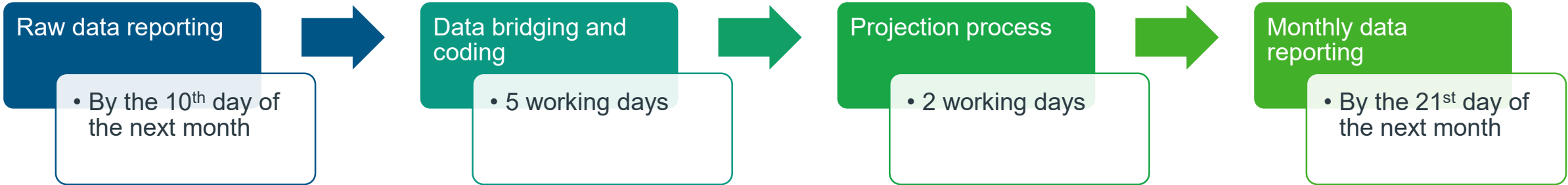
Regular events requiring rapid identification of sales trends changes

Event	Impact on product(s)
Competitor launch	Typically, established products lose share to new competitor
Price changes	Price changes directly impact sales of the products within a category
Loss of exclusivity	The no longer protected product potentially loses heavily to generic competition. Other products might benefit or suffer – depending on the market
New guidelines	New treatment guidelines might impact products already on the market
Awareness campaign	Product for which the campaign is run register sales increase
Promotion	Share of Voice (SoV) increase
Product withdrawal	Fast exit from the market, potential opportunities for rest of the products

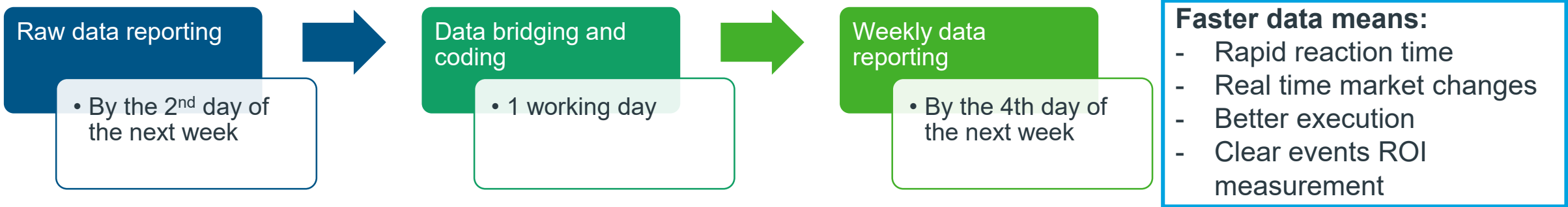
Weekly sales out data help you understand rapidly the impact of market events and your marketing and commercial activities on sales

Weekly sales data is collected from a significant panel of pharmacies and shows previous week absolute sales

Monthly sales out timeline



Weekly sales out timeline



IQVIA Weekly Sell Out Audit Retail

Service

- Weekly delivery
- Data delivered latest on 4th day of the next week
- All drugs (Rx, OTC's & CH) sold by pharmacies
- Subscription based – no less than 1 month

Methodology Coverage Granularity

- Data collected electronically from Pharmacies cash registers
- 3,100 pharmacies reporting data weekly
- Un-Projected data
- National granularity

Measures

- Standard units

Pricing, Delivery and Support

- Pricing based on cumulative market share of the requested ATC3 classes out of total retail market
- Delivery format: Excel, flat file or business intelligence dashboard
- No history as standard
- Client Service representative support during regular business days, maximum 1 business day response time

Thank you!

