Canadian Drugstore & Hospital Audit (CDH)

The industry standard for pharmaceutical sales insights

CDH provides brand managers, senior management and market researchers with critical sales intelligence to effectively manage and support business decisions and measure performance.

Get your answer with CDH
• How are our products selling compared to our competitor products?
• Was our product launch successful? Was theirs?
• Do purchasing patterns differ between regions for dosage form, strengths, or package sizes?
• Is there a seasonal pattern in purchasing?
• How are the leading corporations performing?

CDH is an extraction of data from the sales database. It measures the inflow of Rx, OTC and selected diagnostic products from manufacturers direct and through the wholesaler network into Canadian drugstores and hospitals.

CDH estimates the dollar value and unit volume of Canadian pharmaceutical purchases by the major types of outlets within the retail and hospital sectors including retail pharmacies, mass-merchandisers with pharmacies, government hospital and long-term care facilities. Internet (cross-border) pharmacy sales are excluded from CDH.

As of July 2017, CDH will bring enhancements including methodology enhancements to improve accuracy, consistency with TSA (Territorial Sales Analysis) at product pack level, and a consolidated delivery platform by way of IMS Analysis Manager.
Features

Data Source: Covers both direct and indirect purchases made by drugstores and hospitals

Product Universe: Prescriptions pharmaceuticals, diagnostic products, and OTC pharmaceuticals if purchased by drugstores or hospitals

Channels: Available at the drugstore, hospital and at the combined level

Geography: Provides national and provincial purchase visibility (NF and PEI combined, BC includes Nunavut, Yukon and North West Territories)

Elements collected: Manufacturer, product, invoice dollars, units, form, strength, pack size, month of purchase, region

Sample Panel: Over 2,800 drugstore sector outlets and 680 hospital sector outlets

Sampling Methodology: Drugstore sample and universe: stratified by size (small, medium, large) and region (B.C., Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick and Newfoundland/P.E.I.)

Hospital sample and universe: stratified by region and type (general, long-term care, pediatric, psychiatric, cancer centres, government and all other specialties)

General hospitals and long-term care centres: further stratified by size (small vs. large)

Product Classification: Products are classified as either Ethical or Proprietary

History: Available as National (monthly) and/or Regional (monthly) reports with 72 months of historical data

CDH is a fully-customizable database for multifaceted analysis

Reports are available through IMS Analysis Manager, a data delivery and analytical tool that provides functionality for both report creation and report viewing:

- Powerful front-end business intelligence reporting, analysis and dashboard tool
- Drag-and-drop interface increases productivity
- Fast performance; rapid and scalable deployment; easy maintenance; secure
- 100% zero-footprint for all users
- Each browser instance can contain multiple reports and dashboards
- Multiple sheets per report; multiple components per sheet
- Instant report drill-down, filtering, slicing, etc.
- Unlimited users

For additional information, contact your IMS Brogan representative or visit the microsite: http://imsbrogancapabilities.com/cdh/