

Longitudinal Prescriptions (LRx)

The only truly global source of robust patient-centered treatment insights for medical, scientific & safety research and commercial business needs.

IMS Real-World Data (RWD) LRx is the only source of robust patient-centered treatment insights, available in 15 countries worldwide. The frequency and granularity of the data allow for in-depth understanding of brand performance, launch uptake and sales force effectiveness. Brand performance can be compared between the countries, providing global insights into the patient characteristics of treatment adoption. Additionally, IMS RWD LRx is a proven choice for measuring treatment flow models, treatment regimens and adherence.

Country coverage

 Australia	 Belgium	 Canada	 France
 Germany	 Hungary	 Italy	 Japan
 South Korea	 Netherlands	 Poland	 Spain
 Switzerland	 UK	 USA	



Data coverage and collection methodology

IMS RWD LRx covers all therapy areas in the retail pharmacy setting. It includes longitudinal dispensed prescription information collected from pharmacy records at the patient level. Data is updated on a monthly basis.

Key information collected

- **Prescription**
 - Dispensed product/form/strength
 - Quantity
 - Days supply
 - Pharmacy reimbursement fee
 - Co-prescription(s)
 - Cost of treatment
- **Physician**
 - Specialty
 - Geography
 - Demographics
 - Identifier (where permitted)
- **Patient**
 - Birth year/month
 - Gender

Key applications

IMS RWD LRx has a variety of research applications, including

- Treatment tracking & trending
- Market opportunity assessment
- Dynamic launch tracking
- Sub-national applications (eg, PCO tracking, physician profiling & segmentation)
- Patient compliance & adherence
- Average Rx persistence within a disease cohort of interest
- Drug utilization studies

Data linkage

In some geographies, IMS RWD LRx can be linked to other datasets available (eg, EMR, hospital or consumer data) and hence demonstrate a more complete patient journey.

IMS Health expertise

- Modern analytical techniques
- Multivariate statistical methods
- Statistical modeling
- Data linkage
- Signal detection
- Practical scientific research
- Custom sourcing
- Collaboration with health authorities & academics

Over 3,000 publications

Our bibliography contains more than 3,000 publications with a history of 25 years, spanning virtually all therapy areas and projects completed in over 50 countries. These research papers have been published at conferences and in a wide array of peer-reviewed journals, including New England Journal of Medicine, BMJ, Experimental and Clinical Endocrinology & Diabetes, Diabetes Care, Journal of Clinical Pharmacology, Neurology and Value in Health.

Please visit www.imsrwebibliography.com to explore our database online.

IMS Health Real-World Evidence Solutions

Uncovering insights from real-world data to improve decision making and patient outcomes

USA +1 (703) 992 1025 • Willow Oaks Corporate Drive, Fairfax, VA 22031, USA.

Europe +44 (0) 20 3075 4800 • 210 Pentonville Road, London N1 9JY, UK.

Asia Pacific +65 6412 7365 • Latin America +52 55 5089 5205 • RWEinfo@imshealth.com • www.imshealth.com/rwe

©2015 IMS Health Incorporated and its affiliates. All rights reserved. Trademarks are registered in the United States and in various other countries. ORB01138A

