

# Rx Dynamics

## Understanding Patient Drug Utilization in Canada

Rx Dynamics offers an in-depth understanding of drug utilization in patient populations. The data provides valuable information for a thorough understanding of the source of your business.

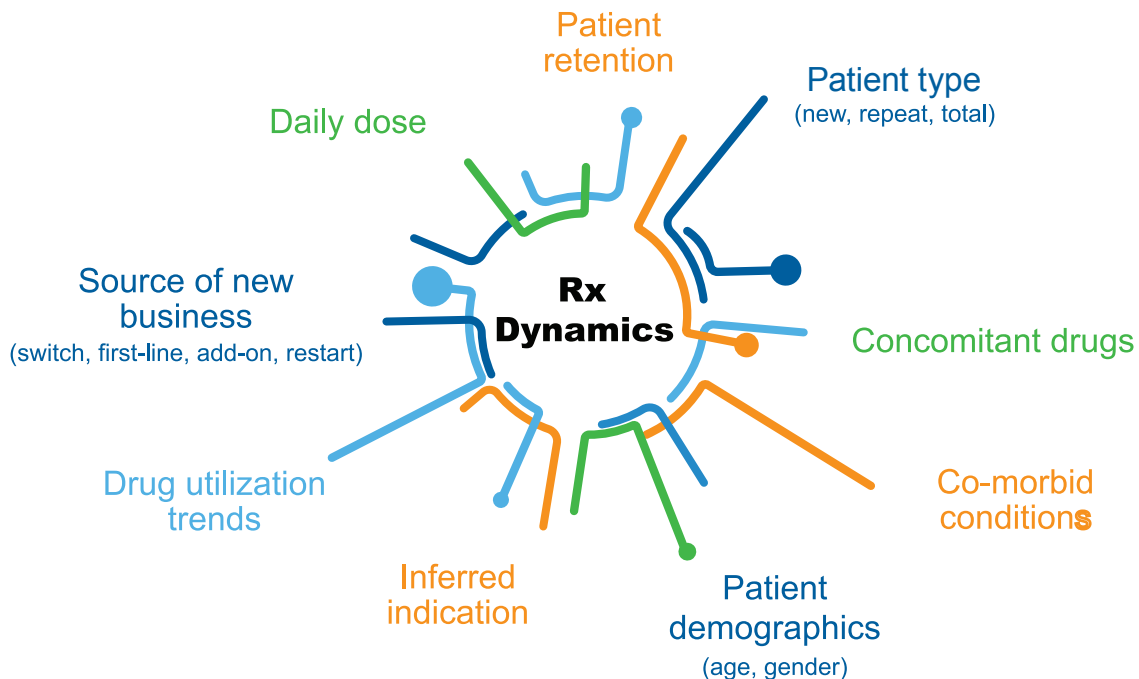
In an increasingly competitive environment, with an ever-changing landscape where growth is driven by specialty and biologics segments, it is crucial to understand ongoing market activities and drug utilization patterns to create effective sales and promotional strategies.

### What is Rx Dynamics?

Rx Dynamics leverages the QuintilesIMS patient database, the most comprehensive source of anonymized patient drug utilization data in Canada. This vast dataset, combined with the expertise of our team, will provide you with an unprecedented view of your brand and its competitors through recurring reports.

Flexible reporting allows you to add customizations specific to business and market needs, while the option to choose from claims and/or pharmacy data ensures the best fit for a given therapeutic market and stage in the product lifecycle.

Valuable insights into how products are prescribed and utilized within a therapeutic market



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## Flexible Reporting

Robust data, combined with years of experience, make Rx Dynamics the ideal choice for unravelling the complexities of today's drug utilization subtleties. Our team will work with you to maximize the value of the information through bespoke reporting and tailor-made visualizations and optional value-added insights, such as:

- Physician specialties and initiator analyses
- Regimen reporting
- Compliance and loyalty
- Drug utilization by inferred indication
- Concomitant product usage and comorbidity analyses
- Choice of claims or pharmacy data

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## Bringing it All Together

Information, Insight, Visualization, Expert Support



- Timely, comprehensive real-world patient information
- Multi-sourced patient data: adjudicated claims and pharmacy prescriptions
- Quarterly, monthly or weekly reporting options



- Detailed market insights
- Actual real-world, near-census view of patient drug utilization
- Key performance indicators for your product and its competitors



- Technology-enabled analytics
- Visualization layer via MicroStrategy™ **NEW**
- Alternate data delivery options



- Consultative support throughout your subscription
- Experienced solution specialists to oversee design and assist in maintenance of reports

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## The Most Complete Source of Patient Drug Utilization in Canada

Data Source	Inclusions	Key Attributes
1. Reimbursement claims data sourced from public and private drug plans	<ul style="list-style-type: none"><li>• Over 16 million active patients (private and public)</li><li>• Pharmacy banner-level reporting available</li><li>• Coverage of PIN-heavy markets (e.g. diabetes test strips)</li><li>• Specialty distribution (e.g. infusion centres)</li></ul>	<ul style="list-style-type: none"><li>• Patient age</li><li>• Patient gender</li><li>• Days supplied</li><li>• Cost</li></ul>
2. Prescription data collected from a panel of pharmacies across Canada	<ul style="list-style-type: none"><li>• Includes private, public and cash</li><li>• ~70% retail coverage</li><li>• Over 25 million patients</li><li>• Represents sample from all insurance carriers</li></ul>	<ul style="list-style-type: none"><li>• Units</li><li>• Dollars</li><li>• Date dispensed</li><li>• Physician specialty</li></ul>



QuintilesIMS™

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