IMS Real-World Data

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

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