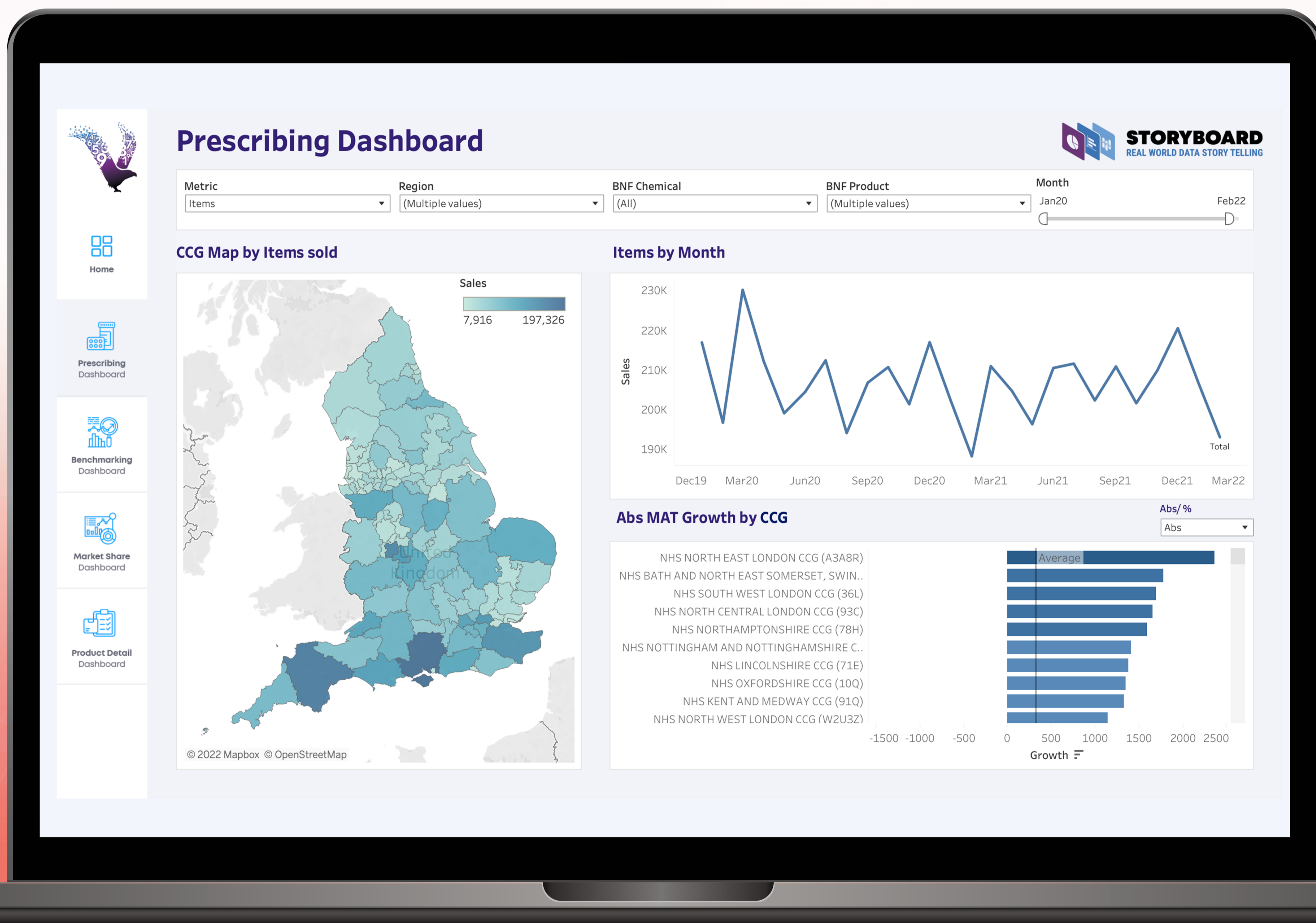




# PRESCRIBING TRENDS



How can we use Prescribing Data to monitor how the NHS prescribing landscape is changing?

# What's the challenge?

- I need to understand the market size and how my product share compares to others in the market.
- I need to gain clarity around how my brand is performing within my market.
- I need to quickly understand trends and monitor my competitors.
- It's challenging to understand if my product share is growing at the rate of the market.
- I should be aware of local prescribing patterns and support HCPs with my data.

# How is my brand performing in the DOAC market?

## Introducing Vantage Case Study - DOACs by Leah, Key Account Manager, Pharma

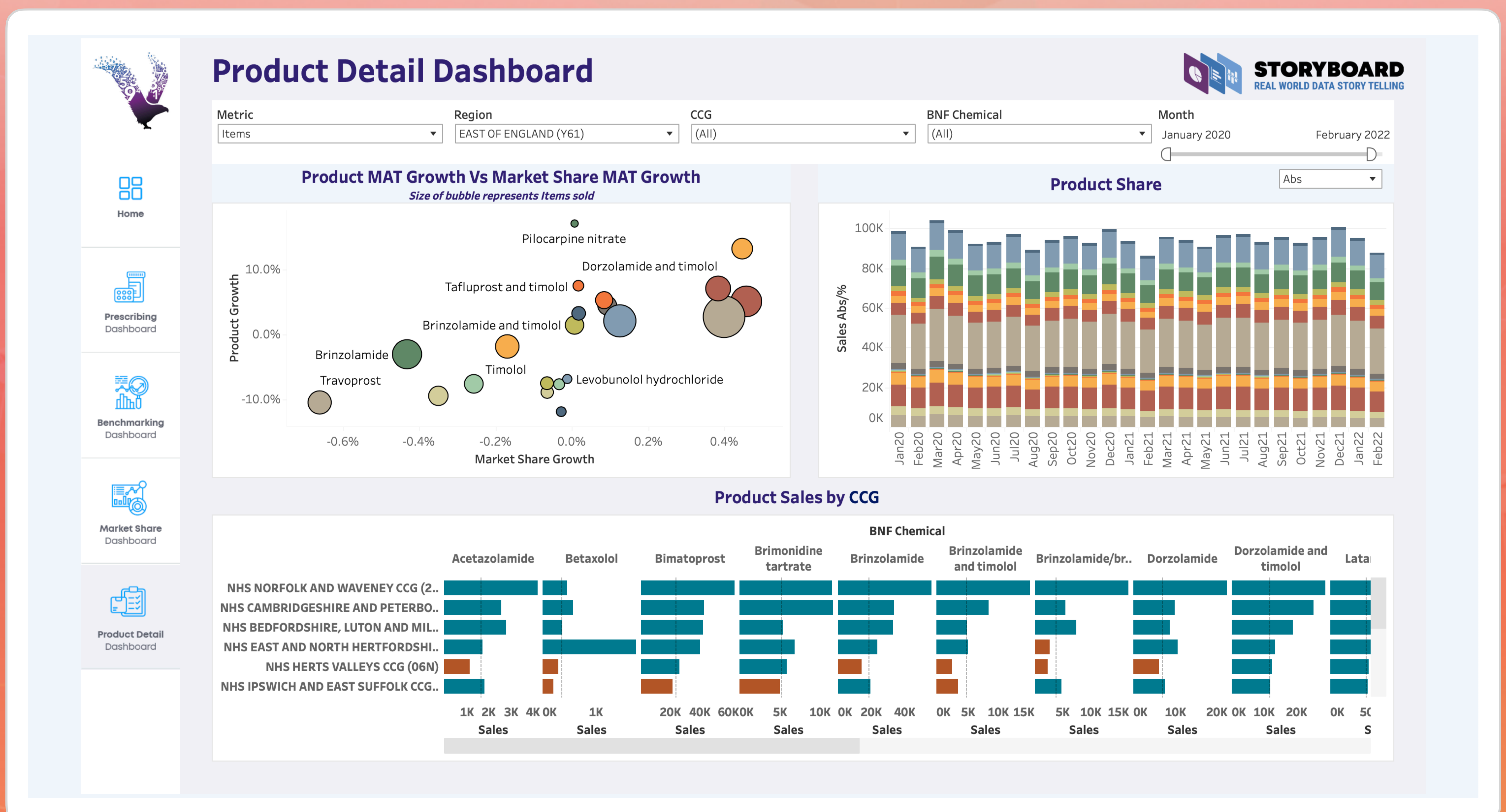
The Direct Oral Anticoagulants (DOACs) market is essential for the management of cardiovascular conditions. Within my role, it's important to understand the local prescribing patterns to support the uptake of my brand which has significantly better patient outcomes and is safer and more effective than Warfarin, a much cheaper product.

# Using Prescribing Trends...



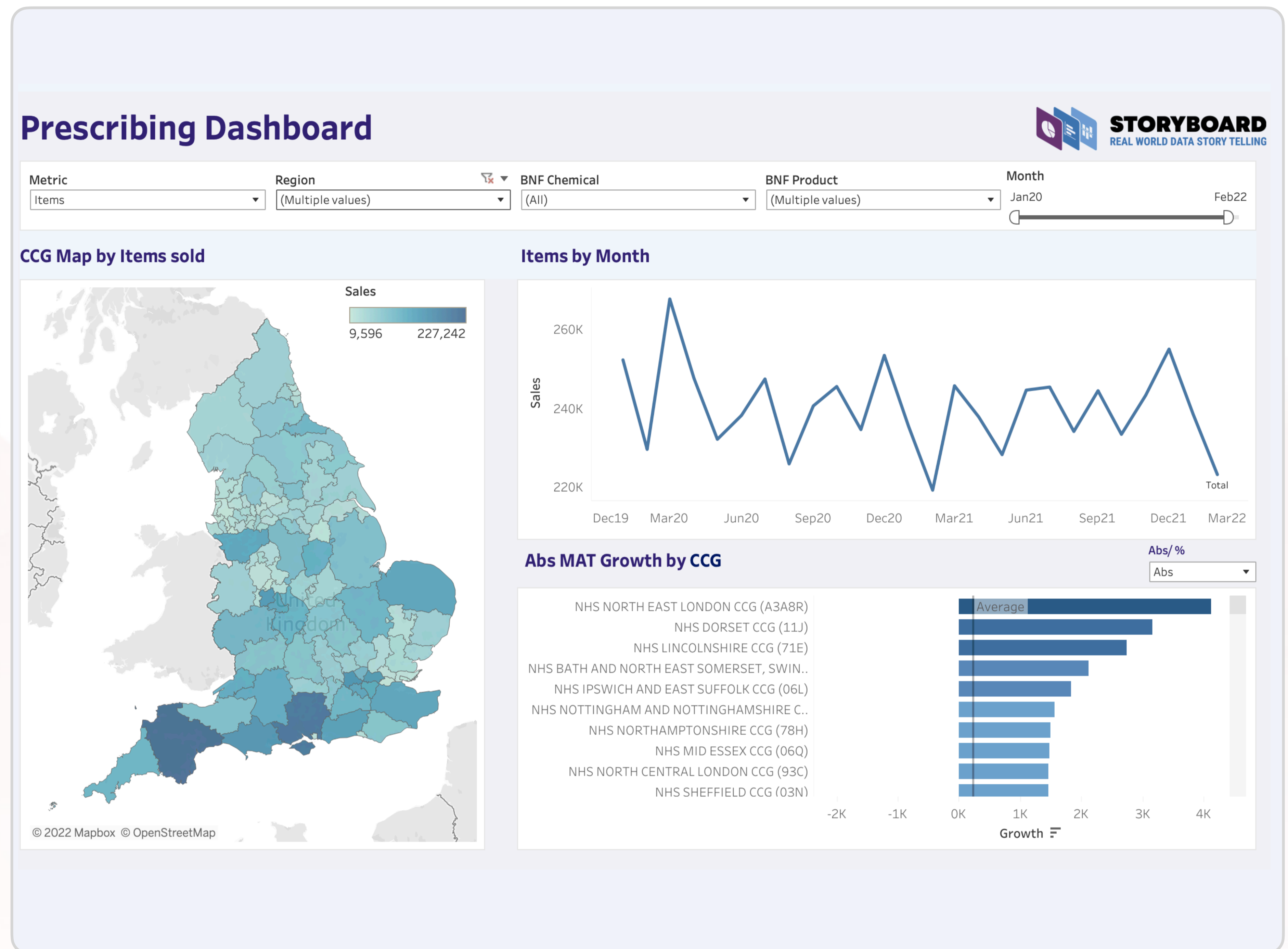
## Market Share and Growth

Utilising Vantage's Prescribing Trends Storyboard, I am able to clearly identify how brands within my market are performing. I can also understand if this growth or decline is aligned with the rate of the market. Within image 1, we can see Apixaban is growing rapidly 11.8% which is at a much quicker growth rate than the overall market. It is not surprising that Warfarin is rapidly declining, however the volume of items prescribed (indicated by the size of the bubble) is still very large.



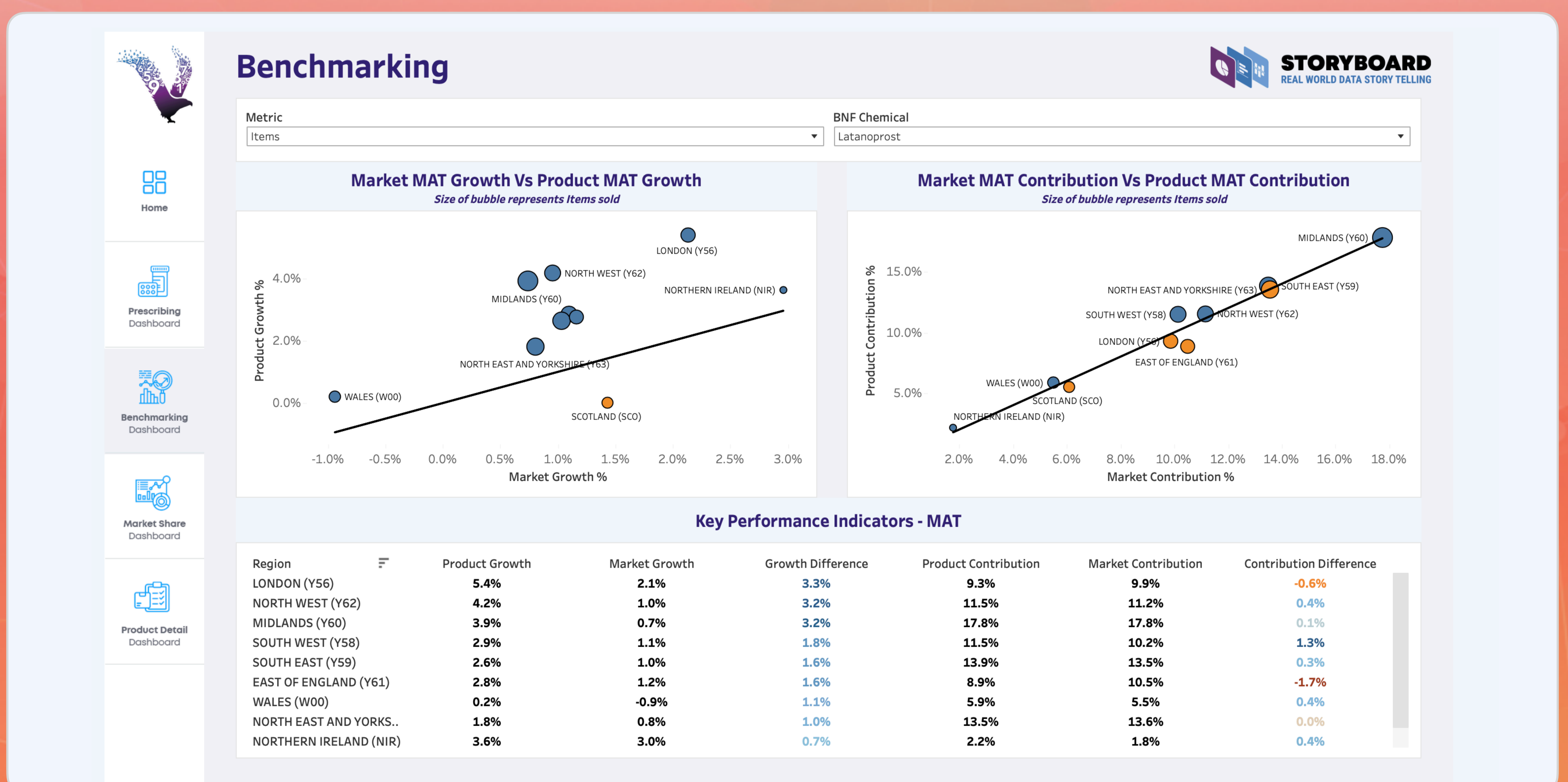
# Localised insight

Out in the field, it's important I understand how local prescribing patterns change on a monthly basis. The dashboard allows me to breakdown by specific BNF chemical and branded name, as well as by specific dosages. I'm able to compare the accounts within my own remit and understand the data at local levels such as CCG, ICS, GP, PCNs and more. I use this for my own knowledge and prioritization, but also can support my NHS partners with key data points and exports which helps them understand the landscape of their area.



# Benchmarking

One key element of my role is to understand my brand's contribution to the market at a local level. The graphical representation allows me to understand by brand which locality prescribes one DOAC more than another. I can also look at that locality as see how much they are contributing to the over DOAC market. This allows me to benchmark CCGs, PCNs, GPs or others and understand how each area of the UK is prescribing against the national average.



# Benefits

- ✓ **Keep up to date with the UK prescribing landscape.**
- ✓ **Gain knowledge to support your engagement with the NHS in a clear and insightful way.**
- ✓ **Evaluate trends and changes at a local level.**
- ✓ **In-depth analysis of specific BNF products at a dosage level.**
- ✓ **Compare and benchmark.**
- ✓ **Share brand insight with internal and external stakeholders.**
- ✓ **Plan and prioritise your work.**
- ✓ **Leave behind insight data exports for your NHS partners to refer to.**
- ✓ **Use compliant NHS data to support your decisions.**

# Get in Touch



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