marketVIEW

powered by IntrinsiQ® Analytics

IntrinsiQ
AmerisourceBergen

marketVIEW allows manufacturers to better understand the impact of GPO management, market, and practice dynamics relative to sales and purchases.

BENEFITS

- Provides timely insights into drug sales trends at practice and clinic levels
- Monitors drug and associated market sales purchasing and utilization patterns
  - NDC-level and standardized unit reporting
  - By practice and clinic location, membership type, contract status, and/or geographic region
  - Impact of new market entries
  - Persistence of sales
  - Breadth of usage (high, medium, low)
- Compares sales trends of ION members vs nation
- Reveals opportunities and threats

FEATURES

- Based on purchasing, sales, and distribution data
- Ability to link to physician utilization at the diagnosis level
- Interactive tool to allow you to drill into your market dynamics
- Displays with graphics and listings that can be customized through selection of available parameters
  - All drugs for your company or select the drug of choice
  - Monthly or quarterly metrics for up to 2 years of history
  - Therapeutic category
  - Sales territory(ies)
  - Information updated monthly or quarterly

UNIQUE ANALYTIC SOLUTIONS

At IntrinsiQ Analytics, we integrate, standardize, and transform raw data into information that can be analyzed, packaged, and customized for deeper business insights and intelligence. Along with our analytic products and services, we are known for superior and knowledgeable customer service. Our team is dedicated to responsiveness, high-quality data analysis, and a commitment to ensuring deliverables are received in a timely and efficient manner.

For more information, contact us via email at analyticsales@intrinsiq.com

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