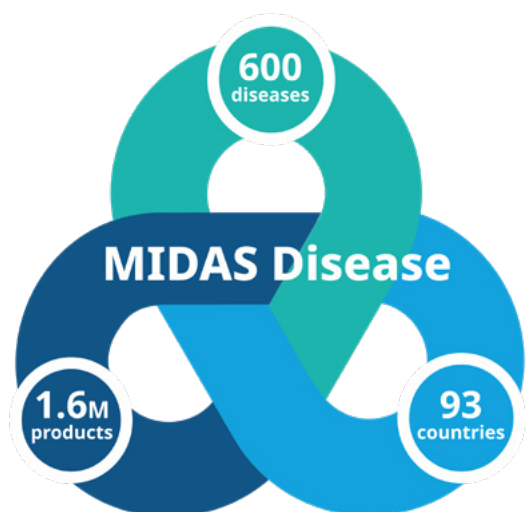


Optimize Your Generics Portfolio and Evaluate Therapy Area with MIDAS Disease

Prioritize your generics portfolio, segmenting MIDAS sales data by 600 diseases, including 35 tumors

While global spending on medicine is driven by innovative brands, often approved for multi-indications, generics and biosimilars are expected to continue as the main factors influencing spending and growth. With approaching patent cliff, it's pivotal to track dynamics within disease market and optimize generics' market entry strategy.

With IQVIA MIDAS® as the baseline, gold-standard dataset of historical drug volumes and sales, you have so far been able to track the performance, market share and growth of 1.6 million products in 93 countries. With **MIDAS Disease**, while you can still continue to access all the same utility as core MIDAS, now you can take your analyses a step further with the addition of disease segmentation, enabling hyper-segmentation of your market by disease.



Comprehensive coverage for the insights you need

MIDAS Disease sources optimal syndicated disease segmentation inputs from across IQVIA, and seamlessly integrates them to provide drug-by-disease insights and total disease market sizing for the entire MIDAS universe.

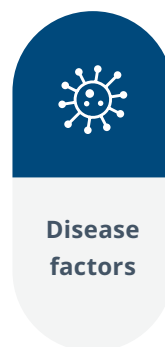
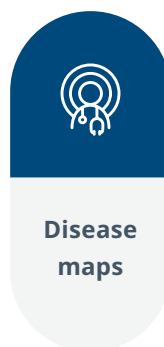
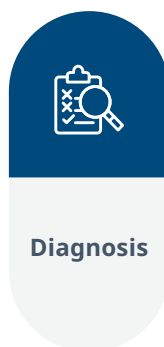
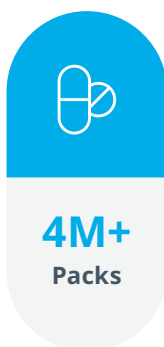
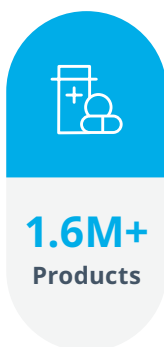
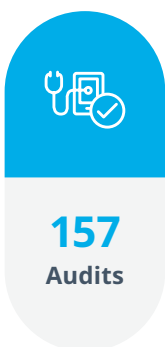
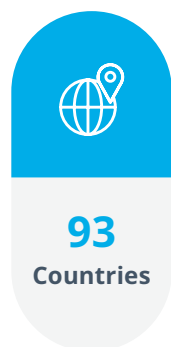
It profoundly enhances the MIDAS dataset by providing universal disease segmentation for 600 diseases, including 35 tumors.



Track brand performance by disease

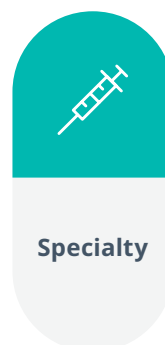
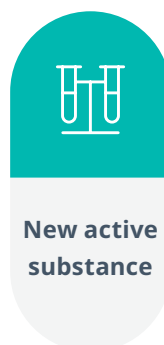
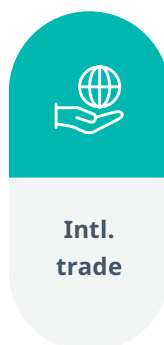
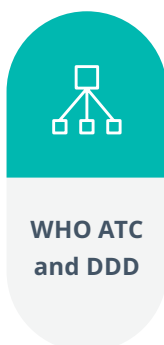
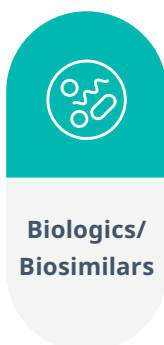
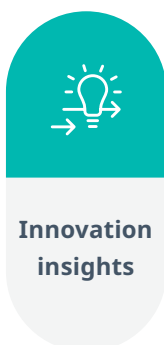
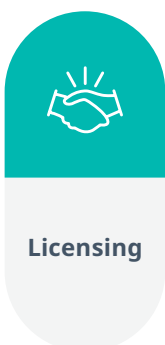
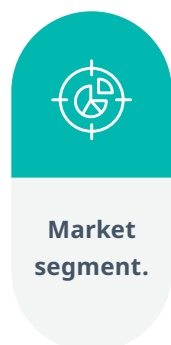
Through centralization of MIDAS sales data, and the additional harmonization of diagnosis sources, you can gain a deeper understanding of multi-indication products, with insights split by disease.

Centralization of MIDAS sales and diagnosis sources



Harmonization of diagnosis sources

Additional insights

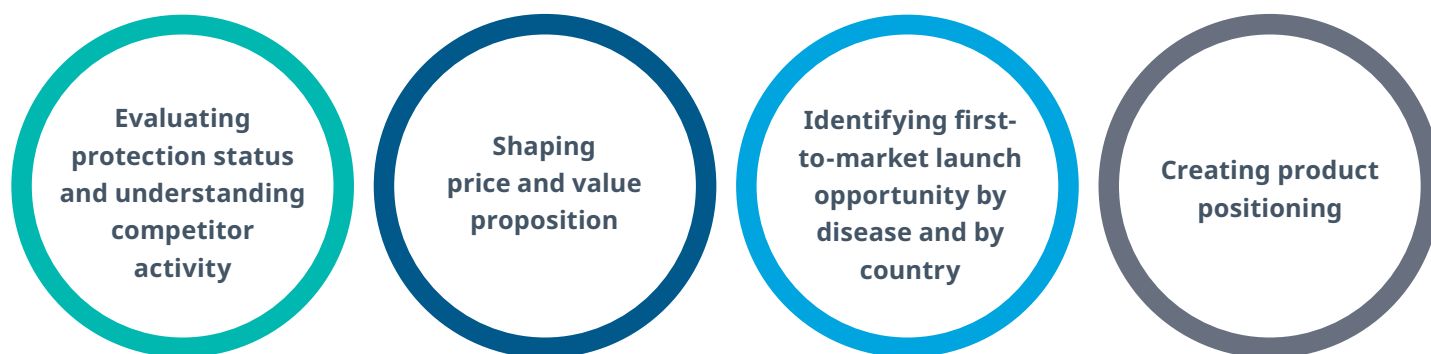




Access insights that are relevant to your business needs

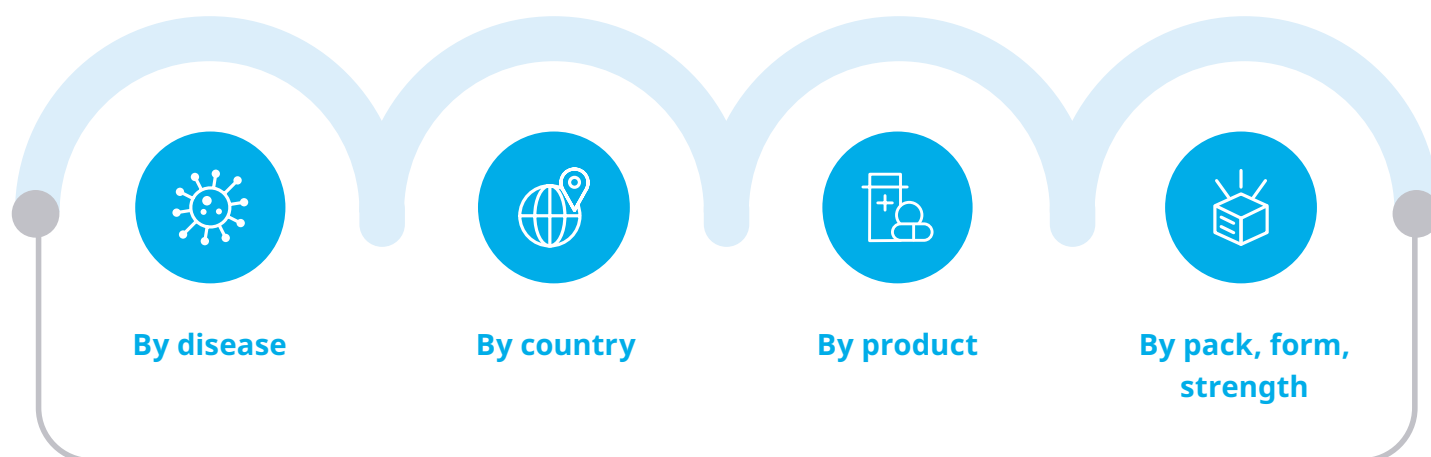
Manage and measure disease-level performance, from research and development to post-launch

MIDAS Disease can provide you with relevant disease-level insights, no matter the stage you're at in the product lifecycle:



Dissect the data in multi-dimensional ways to access the insights you need

From global insights down to pack-level granularity, MIDAS Disease can provide you with the data at whichever level you require:



Track market share dynamics and optimize disease strategy

How does the patent landscape look within my interest of disease area?

What is the market opportunity in my disease area and what is the share of generics/branded generics?

How has my product performed against innovative brands and my key competitors?

How has my product performed by disease area and country?

MIDAS Disease offers a panoramic view of generics and innovative brands available within a disease market and monthly/quarterly tracking of share switch to generics. With a broad country coverage, MIDAS Disease allows tracking and comparison of generics performance by disease across key markets.

By allowing a deep-dive into disease market, MIDAS Disease provides a view of the patent landscape, generics/biosimilar market entry timelines and impact of LoE. This allows you to evaluate new market launch opportunities, prioritize generics portfolio, optimize in-licensing strategies, and fine-tune pricing and reimbursement strategies.

Accelerate your performance and outcomes with MIDAS Disease

By taking your analytical capabilities to another level with MIDAS Disease, you can gain deeper insights to answer your disease-specific questions and positively impact your business strategy.

For more information about MIDAS Disease and how it can help you, contact us today.



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