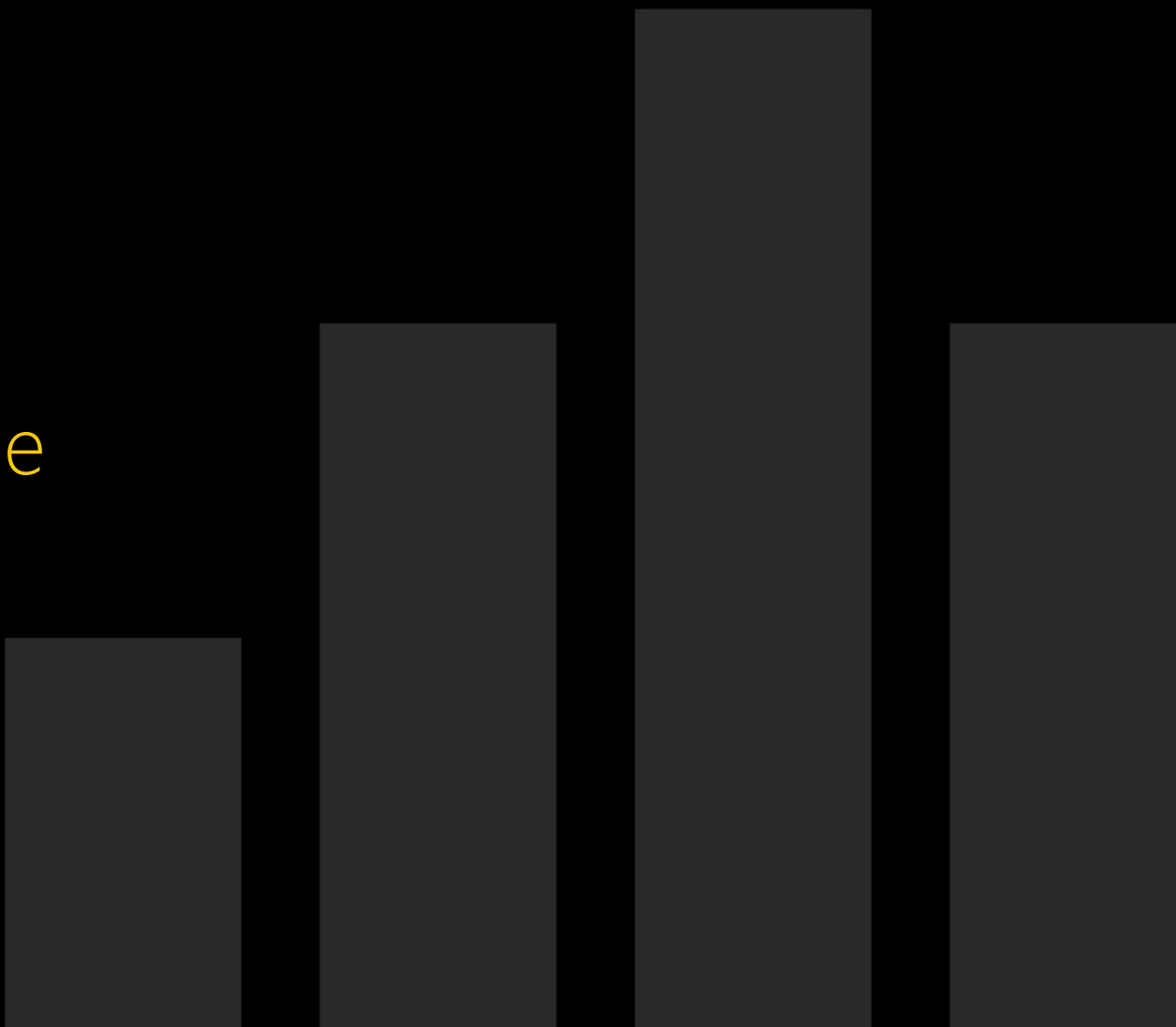


# Product Lifecycle

Last data refresh:

Downloaded at:



Wholesaler

HPA &amp; PBS

SCM

PCO Select (SCM)

Glossary

Volume ☒ Cash ☐

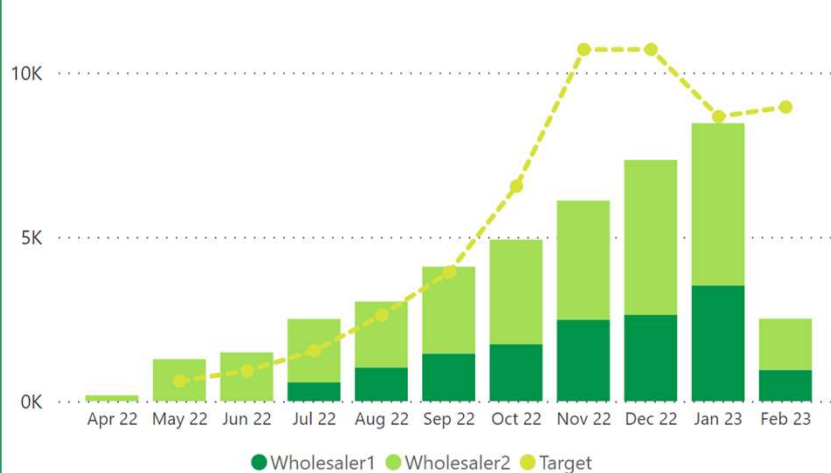
Volume In (Last 12 Months)

Data To: Nov-22



Volume Out (Last 12 Months)

Data To: Feb-23



Volume In (MAT)

24K

Volume Out (MAT)

42K

75.9%

AvT Since Launch

62.3%

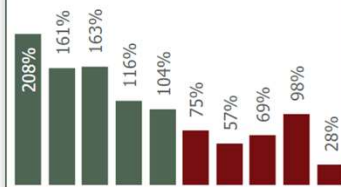
AvT Current Yr

SKU Summary

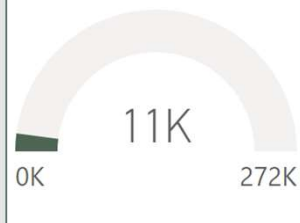
Data To: Jan-23

Product	YTD	Latest Month	Month Growth	Month Growth %	MQT	MQT Growth	MQT Growth %	MHT	MHT Growth	MHT Growth %
PRODUCT A 2MG (30)	5,297	5,297	1,129	27.1%	13,076	5,499	72.6%	20,653	17,041	471.8%
PRODUCT A 4MG (30)	1,090	1,090	-40	-3.5%	3,108	1,537	97.8%	4,679	4,220	919.4%
PRODUCT A 1MG (30)	772	772	4	0.5%	2,196	1,051	91.8%	3,341	2,867	604.9%
PRODUCT A 5MG (30)	672	672	33	5.2%	1,776	718	67.9%	2,834	2,356	492.9%
PRODUCT A 3MG (30)	627	627	-9	-1.4%	1,747	1,061	154.7%	2,433	2,014	480.7%
Total	8,458	8,458	1,117	15.2%	21,903	9,866	82.0%	33,940	28,498	523.7%

Actual v Target Last 12 Mths



2023 Actual vs Target



Wholesaler

HPA &amp; PBS

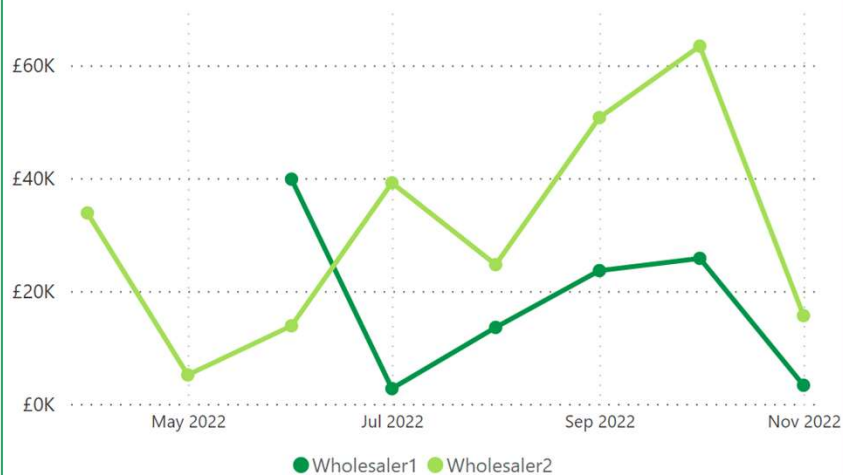
SCM

PCO Select (SCM)

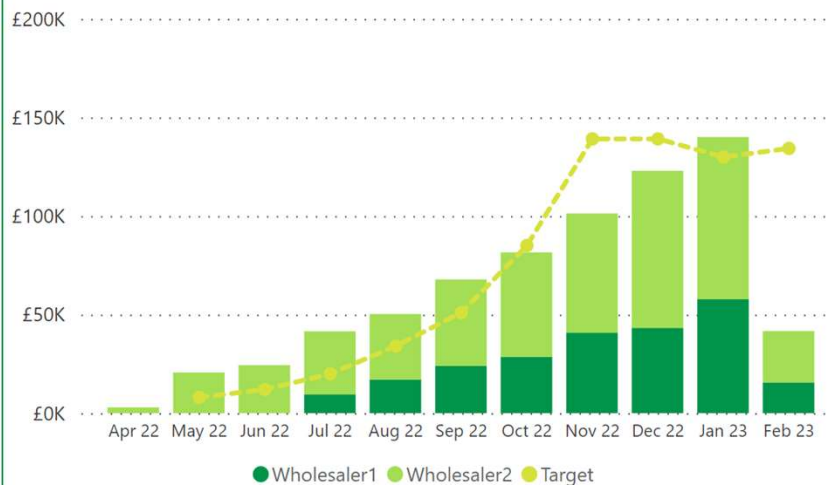
Glossary

Volume ☒ Cash ☐

Volume In £



Volume Out £



SKU Summary

Data To: Jan-23

Product	YTD	Latest Month	Month Growth	Month Growth %	MQT	MQT Growth	MQT Growth %	MHT	MHT Growth	MHT Growth %
PRODUCT A 1MG (30)	£10,268	£10,268	£53	0.5%	£29,207	£13,978	91.8%	£44,435	£38,131	604.9%
PRODUCT A 2MG (30)	£81,044	£81,044	£17,274	27.1%	£200,063	£84,135	72.6%	£315,991	£260,727	471.8%
PRODUCT A 3MG (30)	£11,035	£11,035	£-158	-1.4%	£30,747	£18,674	154.7%	£42,821	£35,446	480.7%
PRODUCT A 4MG (30)	£22,051	£22,051	£-809	-3.5%	£62,875	£31,094	97.8%	£94,656	£85,371	919.4%
PRODUCT A 5MG (30)	£15,637	£15,637	£768	5.2%	£41,328	£16,708	67.9%	£65,947	£54,824	492.9%
Total	£140,035	£140,035	£17,127	15.2%	£364,219	£164,588	82.4%	£563,850	£474,500	531.1%

Volume In (MAT)

£355K

Volume Out (MAT)

£695K

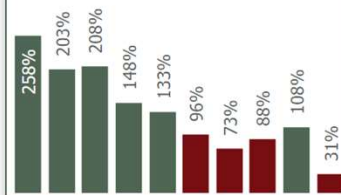
92.4%

AvT Since Launch

68.8%

AvT Current Yr

Actual vs Target Last 12M



2023 Actual vs Target



Wholesaler

HPA &amp; PBS

SCM

PCO Select (SCM)

Glossary

HPA

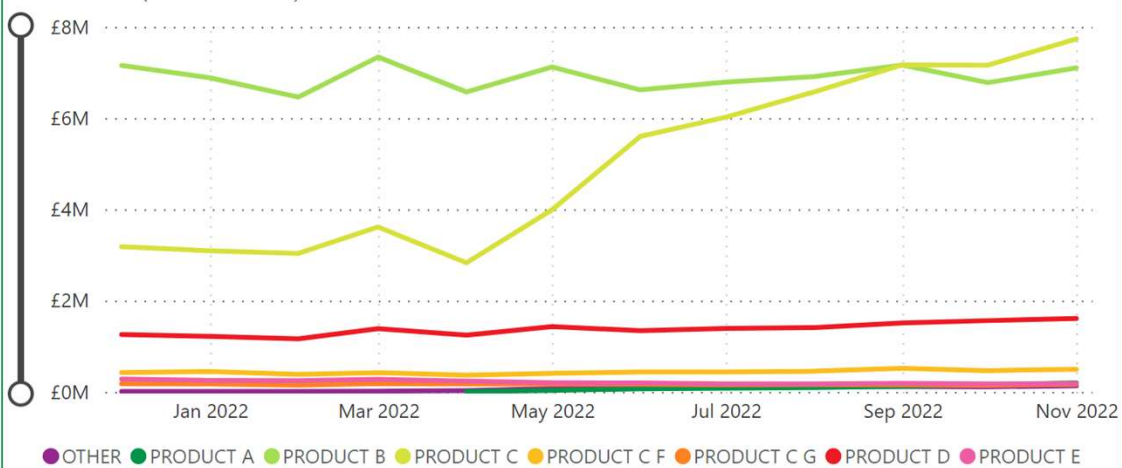
HPA &amp; PBS

PBS

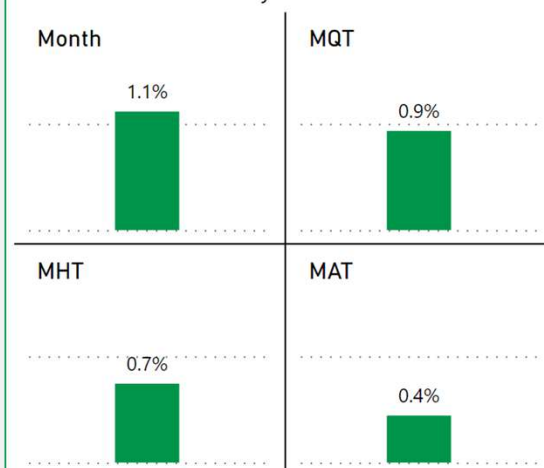
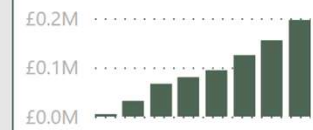
Volume ☒ Cash ☐

Data To: Nov-22

Total Volume (Last 12 Months)



Product A Market Share by Timeframe

Product A Last 12 Months **£755.4K**

Packs Since Launch	Cash
PRODUCT A 1MG (30)	£51,538
PRODUCT A 2MG (30)	£478,678
PRODUCT A 3MG (30)	£30,370
PRODUCT A 4MG (30)	£125,837
PRODUCT A 5MG (30)	£68,946
<b>Total</b>	<b>£755,370</b>

SKU Summary

Product	YTD	Current Month	Month Growth	Month Growth %	MQT	MQT Growth	MQT Growth %	MHT	MHT Growth	MHT Growth %
PRODUCT A 2MG (30)	£478,678	£115,285	£18,482	19.1%	£288,970	£127,276	78.7%	£450,663	£422,648	1,508.6%
PRODUCT A 4MG (30)	£125,837	£37,813	£11,959	46.3%	£88,526	£54,591	160.9%	£122,461	£119,084	3,526.6%
PRODUCT A 5MG (30)	£68,946	£18,852	£4,688	33.1%	£42,441	£17,849	72.6%	£67,032	£65,118	3,401.9%
PRODUCT A 1MG (30)	£51,538	£14,833	£4,581	44.7%	£34,297	£18,485	116.9%	£50,110	£48,682	3,408.9%
PRODUCT A 3MG (30)	£30,370	£9,740	£1,592	19.5%	£22,607	£17,212	319.1%	£28,002	£25,633	1,082.4%
<b>Total</b>	<b>£755,370</b>	<b>£196,523</b>	<b>£41,302</b>	<b>26.6%</b>	<b>£476,840</b>	<b>£235,413</b>	<b>97.5%</b>	<b>£718,267</b>	<b>£681,165</b>	<b>1,835.9%</b>

Top 10 Products MAT Cash

Top 10 Products	MAT Cash
PRODUCT A	£755,370
PRODUCT B	£82,878,307
PRODUCT C	£59,996,018
PRODUCT C F	£5,251,294
PRODUCT C G	£1,988,288
PRODUCT C IMP	£15,429
PRODUCT C SC2	£10,569
PRODUCT D	£16,519,972
PRODUCT E	£2,583,068
PRODUCT H	£721,010

Wholesaler

HPA &amp; PBS

SCM

PCO Select (SCM)

Glossary

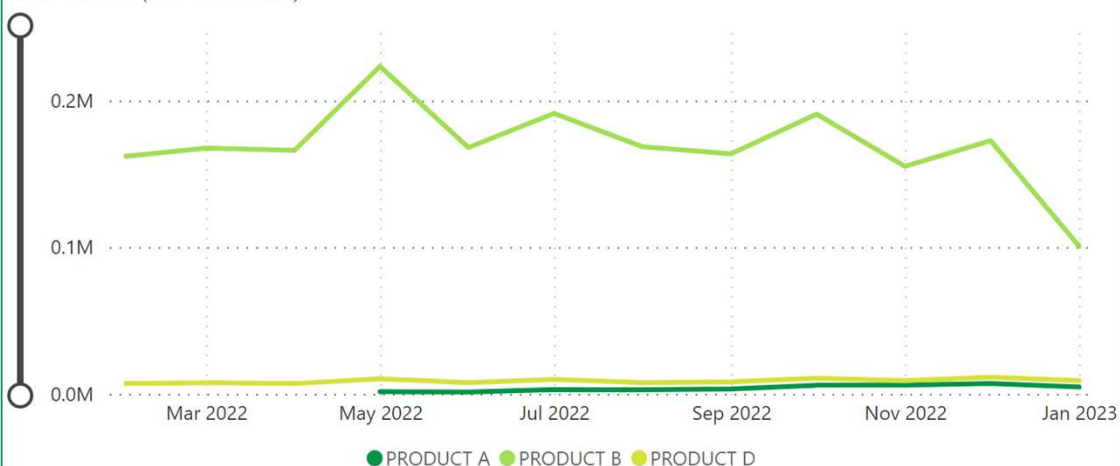
PCO Map

Mkt Share

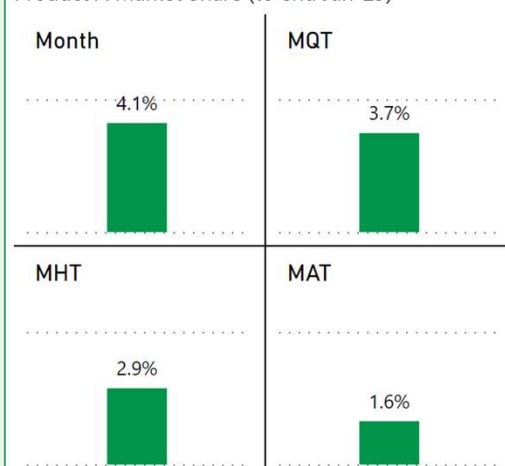
Heat Map

Data To: Jan-23

Total Volume (Last 12 Months)



Product A Market Share (to end Jan-23)



Top 10 PCO Since Launch

Top 10 PCO Since Launch	Volume
NORTH WEST LONDON	1,843
HYWEL DDA UNIVERSITY	1,447
NORTH CENTRAL LONDON	1,239
BANES/SWINDON/WILTS	1,161
NORTH EAST LONDON	1,070
SOUTH EAST LONDON	1,060
KENT & MEDWAY	964
SOUTH WEST LONDON	919
SURREY HEARTLANDS	896
HANTS SOTON & IOW	827

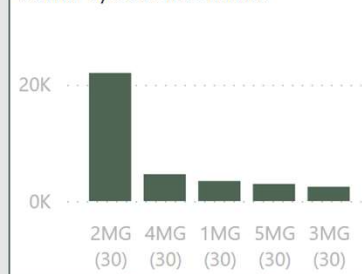
SKU Summary

Account Summary

Data To: Jan-23

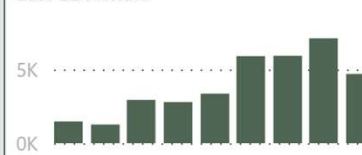
Product	YTD	Latest Month	Month Growth	Month Growth %	MQT	MQT Growth	MQT Growth %	MHT	MHT Growth	MHT Growth %
PRODUCT A 1MG (30)	449	449	-250	-35.8%	1,802	653	56.8%	2,951	2,451	490.2%
PRODUCT A 2MG (30)	2,977	2,977	-1,090	-26.8%	10,541	2,927	38.4%	18,155	14,317	373.0%
PRODUCT A 3MG (30)	343	343	-270	-44.0%	1,425	759	114.0%	2,091	1,714	454.6%
PRODUCT A 4MG (30)	577	577	-561	-49.3%	2,560	989	63.0%	4,131	3,648	755.3%
PRODUCT A 5MG (30)	352	352	-242	-40.7%	1,407	350	33.1%	2,464	1,985	414.4%
Total	4,698	4,698	-2,413	-33.9%	17,735	5,678	47.1%	29,792	24,115	424.8%

Volume by SKU Since Launch



Product A Volume Last 12 Months

35.5K



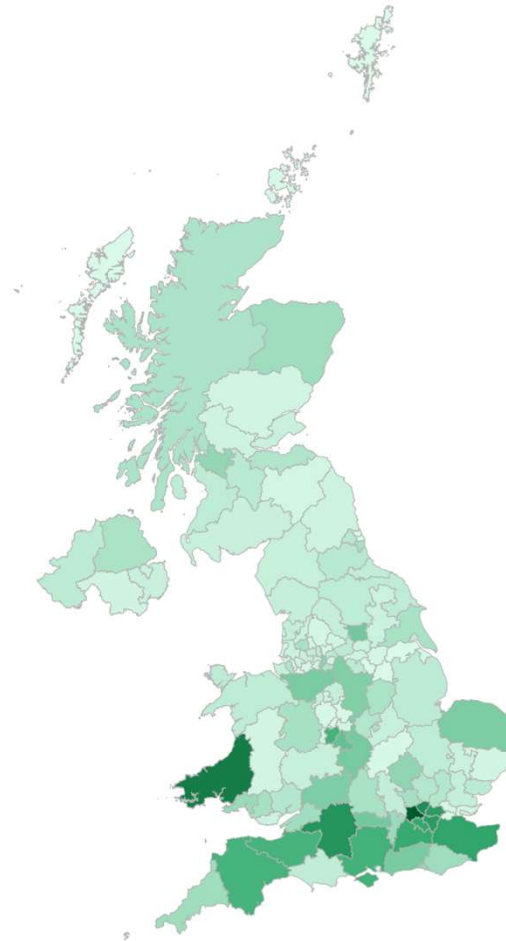


← Back to Dash

Product A Sales Per PCO



Active Month: January 2023



[← Back to Dash](#)

## Product A Market Share per PCO (based on SCM data)

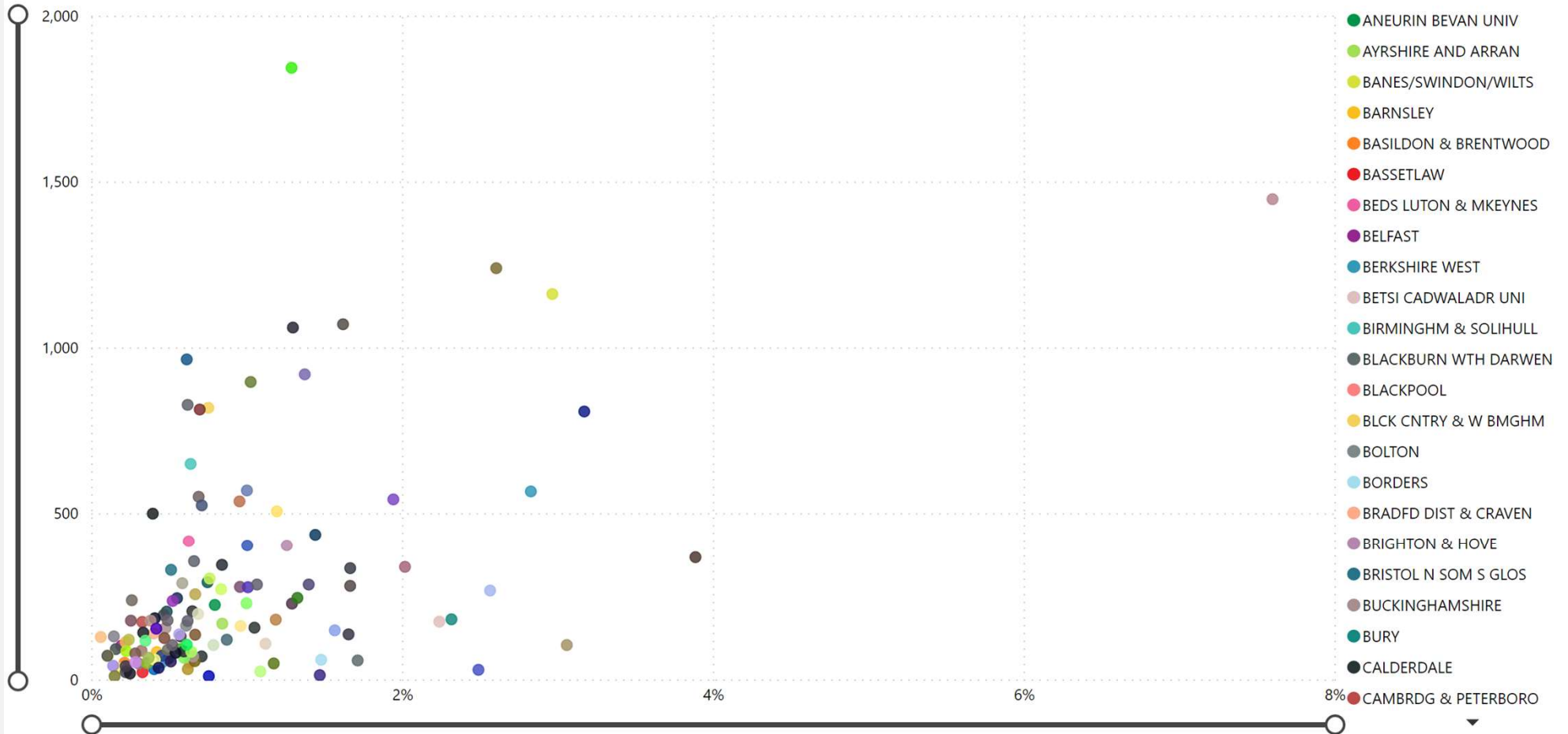
Data To: Jan-23

Select Country: All

Select Y Axis: Volume

Select PCO(s): All

Product A Volume vs Market Share %



Wholesaler

HPA &amp; PBS

SCM

PCO Select (SCM)

Glossary

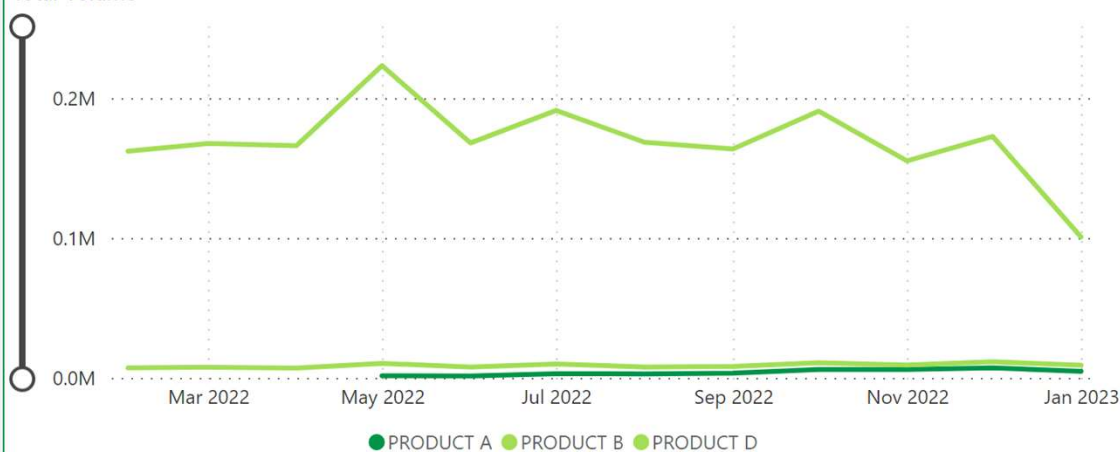
Select PCO(s):

All

Data To: Jan-23

ANEURIN BEVAN UNIV | AYRSHIRE AND ARRAN | BANES/SWINDON/WILTS | BARNSELY etc...

Total Volume



Product A Market Share (to end Jan-23)

Month

4.1%

MQT

3.7%

MHT

2.9%

MAT

1.6%

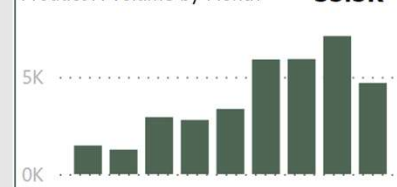
Selected PCOs Since Launch

Volume

NORTH WEST LONDON	1,843
HYWEL DDA UNIVERSITY	1,447
NORTH CENTRAL LONDON	1,239
BANES/SWINDON/WILTS	1,161
NORTH EAST LONDON	1,070
SOUTH EAST LONDON	1,060
KENT & MEDWAY	964
SOUTH WEST LONDON	919
SURREY HEARTLANDS	896
HANTS SOTON & IOW	827
<b>Total</b>	<b>11,426</b>

Product A Volume by Month

35.5K



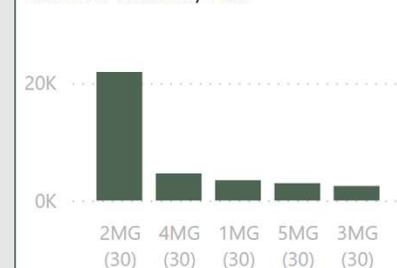
SKU Summary

Account Summary

Data To: Jan-23

Product	YTD	Latest Month	Month Growth	Month Growth %	MQT	MQT Growth	MQT Growth %	MHT	MHT Growth	MHT Growth %
PRODUCT A 1MG (30)	449	449	-250	-35.8%	1,802	653	56.8%	2,951	2,451	490.2%
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<b>Total</b>	<b>4,698</b>	<b>4,698</b>	<b>-2,413</b>	<b>-33.9%</b>	<b>17,735</b>	<b>5,678</b>	<b>47.1%</b>	<b>29,792</b>	<b>24,115</b>	<b>424.8%</b>

Product A Volume by Pack





**AvT** - A comparison of actual sales (A) against target sales (T).

**Heat Map** - Product A sales based on postcode brick of the outlet/pharmacy listed in the SCM dataset.

**HPA** - Hospital Pharmacy Audit report from IQVIA. Measures the number of packs dispensed in hospital pharmacies.

**MAT** - Moving Annual Total. Period of time covering the last 12 months.

**MHT** - Moving Half Yearly Total. Period of time covering the last 6 months.

**MQT** - Moving Quarterly Total. Period of time covering the last 3 months.

**PBS** - Prescription Based Services report from IQVIA. Measures the number of packs prescribed and dispensed in community pharmacies.

**PCO Map** - Geographical split of Product A sales into primary care organisations based on the postcode of the outlet/pharmacy listed in the SCM dataset.

**QoQ Growth** - Quarter over Quarter Growth. The difference between sales for the last 3 months and sales for the 3 months before that.

**SCM** - Supply Chain Management monthly report from IQVIA. Shows supply into all pharmacies.

**Wholesaler In** - Packs reported arriving into the two wholesalers, Wholesaler1 and Wholesaler2

**Wholesaler Out** - Packs reported by Wholesaler1 and Wholesaler2 into retail.

**YTD** - Year To Date. Aggregate of all sales for the current year, starting on 1st January.