



IVIG Hospital Purchasing Audit

Arlington Medical Resources' (AMR's) IVIG Hospital Purchasing Audit provides market shares in grams and dollars for intravenous immune globulin (IVIG) products in the United States.

IVIG is a blood plasma product formed from the antibodies of thousands of blood donors. It is used for patients with cancers, autoimmune diseases, transplants, infections and other long-term chronic diseases.

IVIG data is to estimate gram shares and dollar shares for each IVIG product purchased by acute care hospitals in the United States. The audit is designed to provide overall market sizes, as well as individual product market shares.

Respondents to these audits include directors and assistant directors of pharmacy in United States hospitals. The audits are published every quarter and are delivered as Excel files.

IVIG Hospital Patient Profile Study

The IVIG Hospital Patient Profile Study is complementary to and purchased separately from the IVIG Hospital Purchasing Audit. With this study, clients can clinically characterize United States hospital inpatient and outpatient IVIG recipients to identify relative usage patterns by indication, patient age and sex, prescribing physician specialty, dosing and insurance coverage. Respondents consist of hospital pharmacists

FEATURES & BENEFITS

- Estimate gram shares and dollar shares of IVIG products purchased by acute care U.S. hospitals
- Published every quarter
- Patient profile study available in November
- Delivered in PDF and Excel format
- Measure market size of a product on the market and/or market potential of emerging products
- View impact of new products and market influences

who select and retrospectively review eligible patient records. This tool provides valid relative percentages of patients receiving a given product for a given indication. It is updated once a year and delivered in PDF format with export capability to Excel.



KEY USERS

- Marketing
- Market Research
- R&D Planning
- Forecasting
- Portfolio Planning
- Resource Allocation

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