



## Gathering market data from the top: IMS Health-MMV collaboration on measuring market size

Peter Stephens, IMS HEALTH

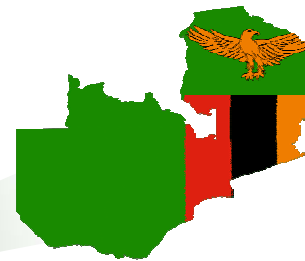
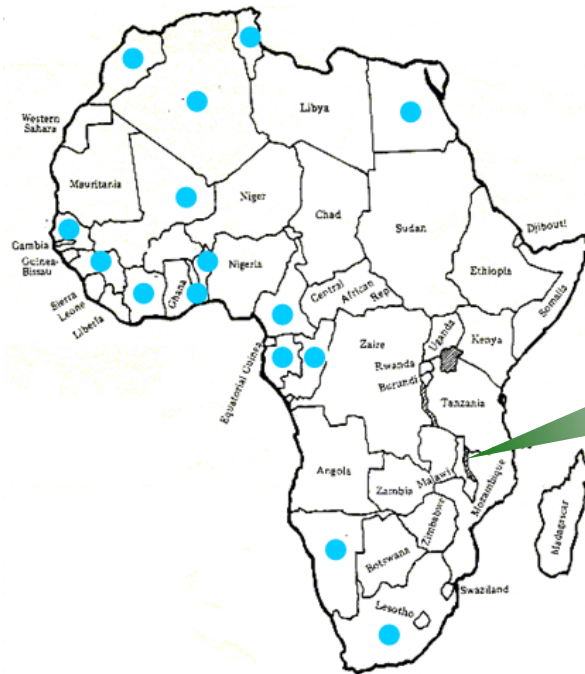
# What is IMS HEALTH?



- **Unique skills in data collection about medicines**
  - 104 countries, 130,000 suppliers, 730,000 outlets
  - >1 million products tracked and linked world-wide
  - Electronic, invoice, handwritten...
- **Transforming data into intelligence**
  - Design and production of clinical benchmarks for the health services in USA and UK
  - >170 health economists world-wide (NICE partner)
  - 2<sup>nd</sup> largest healthcare consultancy worldwide (by revenue)
- **Trusted by healthcare supply chain**
  - Industry, wholesalers, pharmacy, drug outlets, governments, regulators, patient and consumer groups

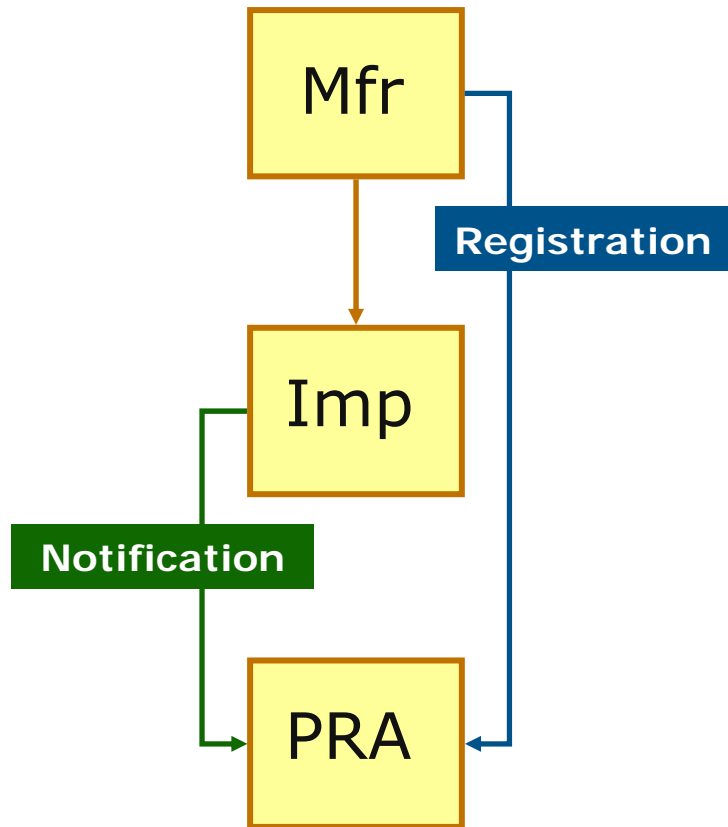
# Why the collaboration with MMV?

- National level information does not exist for vast areas of Africa
- Distribution is complex – trading + exclusive arrangements
- Recording is often paper based, and unsystematic
- Collaboration needed from both public and private sectors as information can be regarded as a threat, not a benefit



**Zambia**  
MMV-IMS Proof Of Concept

# What information is being collected?



- Information that will help pharmacovigilance, policy making and drug supply
  - Total medicine imports notified to drug regulatory authority
    - By molecule and product
    - By volume and value
    - By importer and manufacturer
    - By public, private and mission sectors
    - By registered & unregistered
    - Over time

**Checklist for Proforma Invoice Verification Applications**  
 PHARMACEUTICAL REGULATORY AUTHORITY

**A. Performance Information**

**B. Product Registration Information**

**C. Importation Information**

**D. Other Information**

**E. Signature and Date**

# PRA Tracking Sheet (Operational Efficiency)

- Tracking number
- Date of application
- Date of approval

**Application for Verification of Proforma Invoice**  
 PHARMACEUTICAL REGULATORY AUTHORITY

**A. Details of the Applicant**

**B. Details of medicines and batch numbers**

Name of Product & Strength	Batch	Port of Entry	Quantity	Value	Remarks & Date
ACTICONT TABLETS 100mg	1001	Port of Entry	1000	10000	

## Importer Application

- Importer
- Port of entry
- Product (s) name, strength, quantity

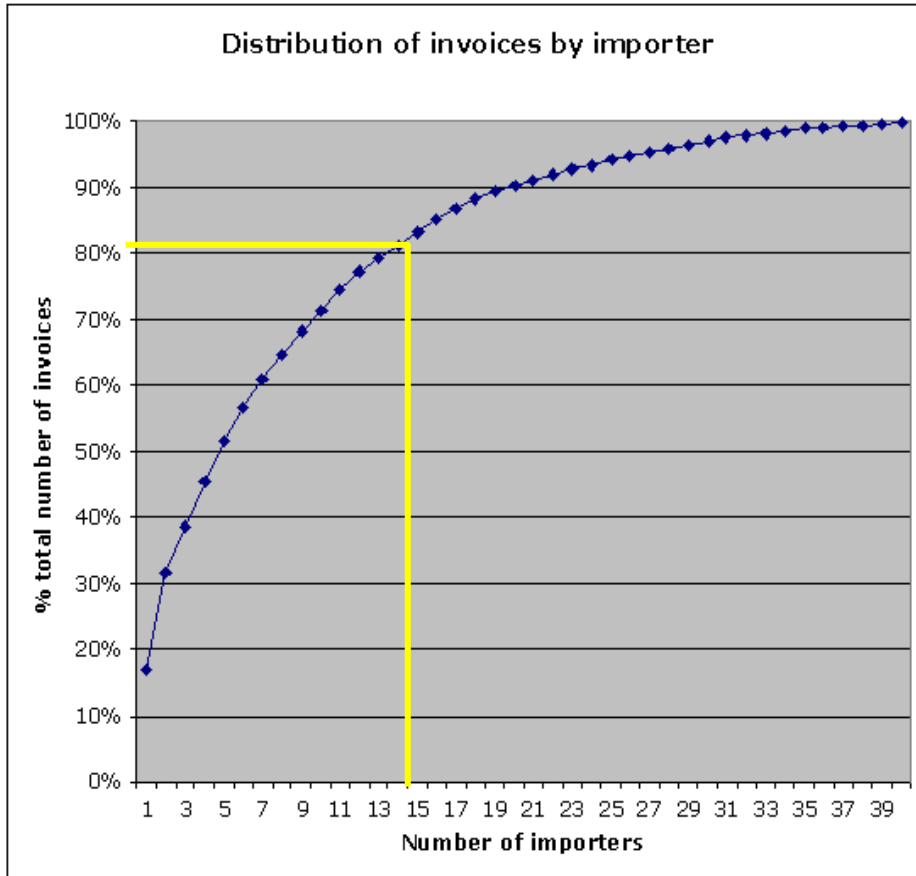
**COMMERCIAL INVOICE**  
 pharma limited

DESCRIPTION OF GOODS	QUANTITY	UNIT	VALUE
PHARMACEUTICAL PRODUCTS			
ACTICONT TABLETS 100mg			

## Pro-forma Invoice

- Manufacturer/supplier
- Product description, quantity, value

# 14 importers linked to >80% of total invoices

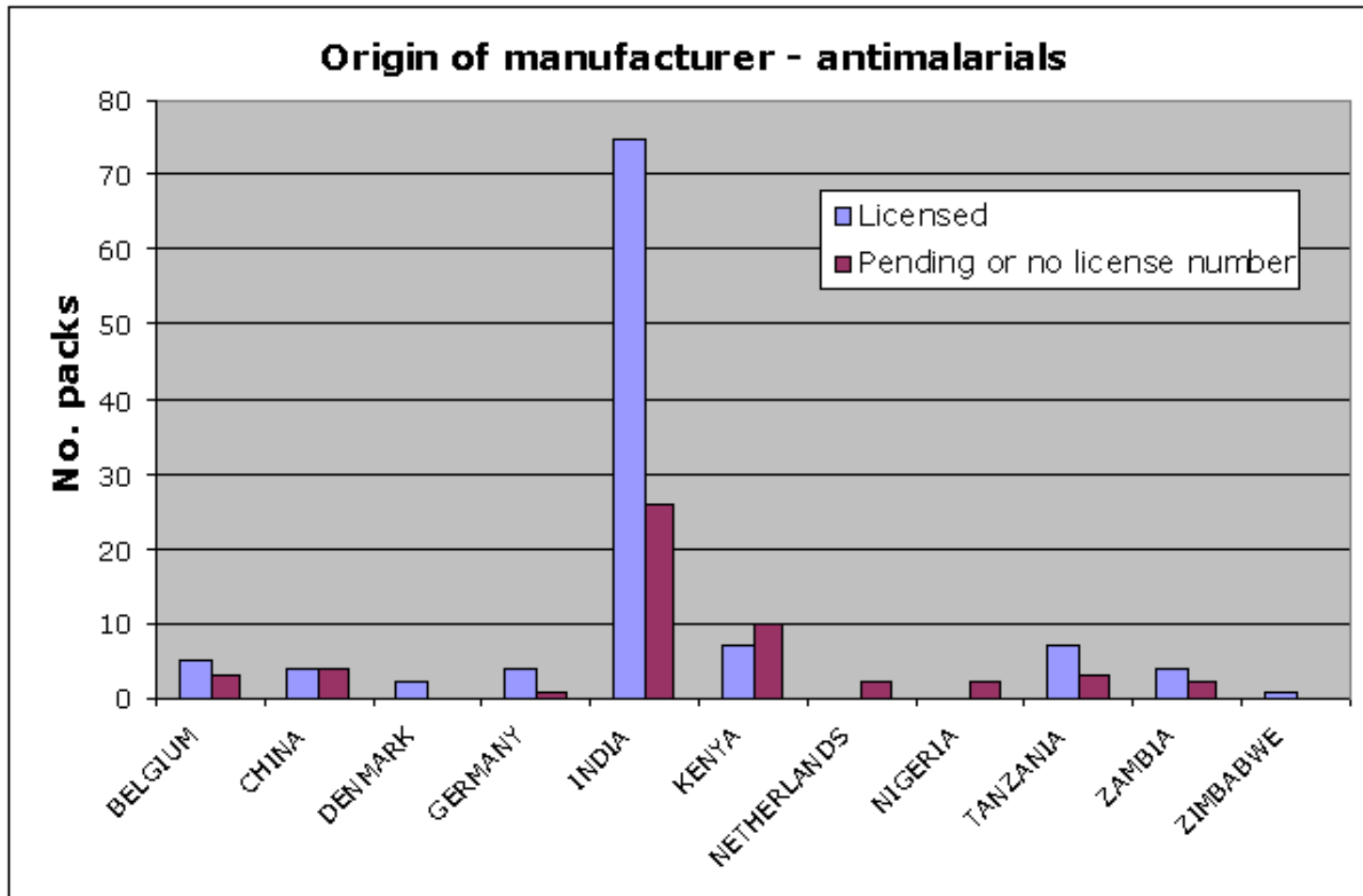


- Only 36% of registered importers notified PRA of imports (sustainability?)
- A further 10% of unregistered importers notified PRA

# Malaria: 16 registered compounds, 109 packs\*

	<b>Molecule</b>	<b>Packs</b>
	Amodiaquine	5
	Chloroquine Phosphate	8
	Amodiaquine + Artesunate	4
	Dihydroartemisinin + Amodiaquine hydrochloride	1
	Artemether	18
	Artemether + Lumefantrine	15
	Artesunate	6
	Artesunate + Amodiaquine	1
	Artesunate + Pyrimethamine + Sulfamethoxypyrazine	9
	Dihydroartemisinin	4
	Dapsone + Pyrimethamine	1
	Sulfadoxine + Pyrimethamine	22
	Artesunate + Pyrimethamine + Sulfadoxine	3
	Mefloquine	3
	Primaquine	3
	Quinine	2
	Halofantrine hydrochloride	3

# India is the dominant source of Marketing Authorisation Holders for antimalarials





# Data issues

- Missing applications
- Notification versus actual volumes imported over time
  - Public versus private sector
- Imports not notified to PRA

The availability of import volume data will promote the supply of safer medicines at more affordable prices

