

HSJ Market Intelligence

Specialist Share Data (SSD)

Increase insight into prescribing market dynamics and trends with monthly reporting through SSD



Monthly reporting through Specialist Share Data (SSD) enhances visibility into NHS secondary care prescribing trends with more granular frequency and accuracy. Understand monthly account level market trends and dynamics by indication through patient share and dynamic reporting, delivering unparalleled specialist therapy area intelligence on a monthly basis.

SSD offers unique patient-based data that supplies patient share by product, organisation, and indication

How can SSD monthly reporting provide an increased level of insight?



Track new product launches in a therapy area on a monthly basis with enhanced account level insight



Analyse changing account level prescribing behaviour resulting from new product launches with more frequency and accuracy



Plan for and support your product launches with increased precision utilizing previous launch tracking intelligence



Assess early adopting accounts of new product launches, and the resulting impacts on prescribing dynamics over time



Support key account planning with more accurate and frequent data for targeting and segmentation



Identify early warning on new product prescribing and continued uptake in key accounts



Reports **patient numbers** by NHS Trusts and Health Boards



Highlights **market share by indication** at account-level



Includes patients receiving treatment through **homecare**

Questions? Please get in touch



+44 (0)333 355 8998



marketing@hsjinformation.co.uk