

RX Price Index™ ...

...transparent pricing to inform
your competitive environment across Europe



The Rx Price Index™

The **RX PRICE INDEX™** is a European pharmaceutical pricing database that helps pharma companies effectively set prices for new prescription products. Covering 24 countries of the European Union and neighbouring regions, the database can be searched by brand, generic name/active ingredient or manufacturer to return a list of available products by strength, pack size and ex-factory price.



One of the biggest challenges in launching a new pharmaceutical product across Europe is to develop and manage a pricing strategy. The **RX PRICE INDEX™** can help support this by comprehensively mapping out the price levels for competing pharmaceutical products currently sold across a range of different markets.

With over 135,000 product details added each month and over 4.7 million records in one place, the **RX PRICE INDEX™** can be used to search for a specific product or to investigate the competitive environment for your product. It is an invaluable tool for pricing and reimbursement specialists to support global product launch sequencing, therapeutic landscape analysis and competitive value propositions.

Search

Search by Product Name, Active Substance and Manufacturer

Select up to 24 countries

Search present and historical data (over 3 years)

Search By

- Brand Name / Generic
- Active Substance
- Licence Holder

Keyword

Search here...

Date Range

2018/02 to 2018/02

Countries

None selected

Search

Apply Filters



What clients of the Rx benefit from

Coverage of 24 European Markets

Many European countries have a database for prescription products, supported by the National Health Authority responsible for the registration of medicinal products in their respective markets.

Quickly search and compare drug prices

Conduct a rapid analysis of the European therapeutic landscape to understand the competitive environment and determine price points.

Longitudinal data

With over 36 months of historical data points at your fingertips, the **RX PRICE INDEX™** helps you to understand the evolution of the pricing environment.

Standardisation of data

Directly compare drug price across all 24 markets. All our information is translated & standardised using a series of data libraries & algorithms to ensure high-quality data.

Monthly updates

Our databases are updated on a monthly basis to ensure that you remain informed of any changes or new developments in the market.

European Launch Order

Determine the optimal launch sequence for new products based on EU reference market price points.

A tool for users

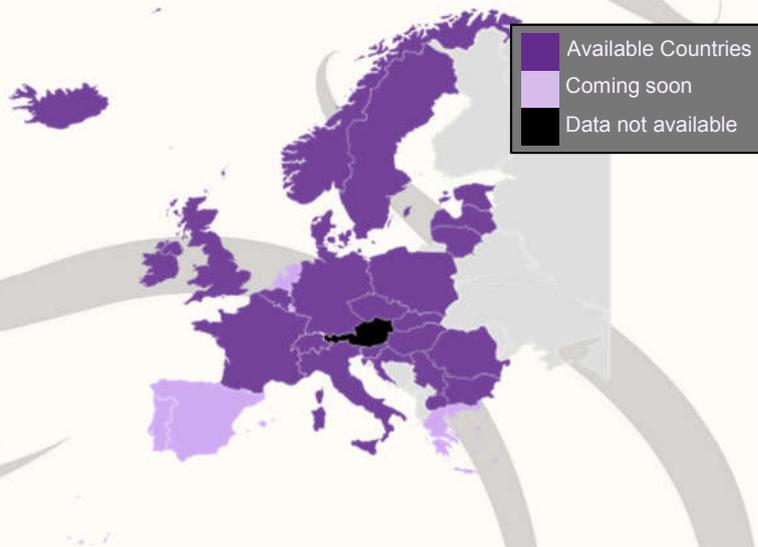
The **RX PRICE INDEX™** has been designed with you in mind; with an intuitive user interface, you can seamlessly navigate over 4.7 million records in a matter of seconds to find the prices that you need. Then export the data for your own data-analysis needs.

Area	Question?	Rx Price Index
Competitive Landscape	What competitor drugs are available in European markets and what price are they set at?	It provides a comprehensive snapshot of the market giving a reliable picture of the competitive terrain.
Launch Planning	What is the optimal European Launch Order for my drug?	Determine the optimal launch sequence for new products based on EU reference market price points.
Pricing	What price can I set for my drug?	It lays the foundation for a transparent pricing strategy based on established price points in the market.

Coverage

The **RX Price Index™** database covers 24 countries of the European Union and the neighbouring region (this will be expanded to the full European area in the future). The index enables you to see prices in pounds, dollars or euros using live exchange rates.

Product data and pricing information within the index is sourced from publicly available published databases. These databases are usually supported by the health authority in the country and are updated regularly to include any new products or deletions from the available prescription only medicines (POM) list.



Updates

The database is consistently kept up to date monthly, to ensure that the latest information is incorporated into the database.

Country Coverage			
Belgium	France	Latvia	Serbia
Croatia	Germany	Lithuania	Slovakia
Cyprus	Hungary	Macedonia	Slovenia
Czech Republic	Iceland	Norway	Sweden
Denmark	Ireland	Poland	Switzerland
Estonia	Italy	Romania	United Kingdom



Access to the Rx Price Index™

Access to the **RX PRICE INDEX™** has been designed to incorporate the needs of a range of companies that require access to this type of information. For large pharmaceutical companies and consultancy practices where market access and pricing is a key focus, there is a **YEARLY SUBSCRIPTION SERVICE** that allows unlimited access to the database.

Smaller pharmaceutical companies, biotechs and consultancy firms that require pricing data for specific products, are now able to request a **CUSTOM REPORT**. We will create your custom report ad hoc, with your specified products, historical pricing data and countries requested.



User Type	Description	Cost
Custom Report	We will create a custom report based on products, historical pricing data and countries requested	Contact us for a quote
Enterprise User	Unlimited number of searches & downloads per year	Contact us for a quote

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