

Selecting the Supplier

- Involve all decision-makers
- Compare and contrast proposals
- Highlight how each proposal has met the selection criteria
- Ensure you get back to suppliers if clarification/modification required

Selecting a supplier of secondary data – what you should particularly consider.

From the Syndicated Data Committee

When choosing an agency or supplier of secondary research / data, there is typically much less choice open to you than when selecting an agency or supplier of primary research. This is owing to the fact that there are far fewer providers of secondary than primary research. However, it is still extremely important to make an informed decision and to select your supplier carefully.

The list below and on the next page aims to provide you with some points of consideration for your discussions with suppliers of secondary data:

- Which markets are covered?
- What is the data collection methodology used? This could include:
 - pharmacy (retail or hospital) or wholesaler sales/purchases
 - hospital consumption
 - patient self-reported
 - physician recorded
- What is the sample size and how representative is this?

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- How consistent is the data provision (and data collection methodology) across the markets covered? This will help you to understand how comparable the data are across markets. If not comparable, this can impact the conclusions you can draw
- Time needed for provision of the data (time between data collection and delivery)
- Does the data represent all relevant customer groups within the market/therapy area?
- What time period does the data cover (number of months, quarters, years...) and how much back-data is included?
- How are back-data changes handled?
- Which variables are included- dependent upon type of data sought (sales, prescription etc.). These could include:
 - units
 - value sales - in which currency (local, US\$, € etc.) and at what price level
 - patient / procedure numbers
 - product (local, international brand name)
 - pack
 - manufacturer
 - parallel imports
 - prescription status (reimbursed/non-reimbursed)
- For sales data, what is the source of the pricing information used?
- Options available for accessing and using the data (online, Excel, in-house database/system that will require installation, PowerPoint charts etc.)?
- Is the data projected and if so, what is the methodology for this?
- Extent of / number of hours of analyst and customer service support available to you.
- Cost
- Conditions regarding further use of the data (for external reporting etc.)