IQVIA Third Party Permitted Uses and Categories Job Aid

Note: This is job aid for advanced planning only.

Information Management
- ☐ Data Cleansing
- ☐ Data Comparison and Evaluation
- ☐ Data Integration
- ☐ Data Marts
- ☐ Data Warehouse
- ☐ HCO List Match Analysis
- ☐ Machine Learning Application
- ☐ Master Data Management – Hosting or Providing MDM Software
- ☐ Master Data Management – Stewardship, Governance, Maintenance Services
- ☐ Prescriber List Match Analysis

Legal
- ☐ Expert Analysis for Legal or Governmental Purposes
- ☐ Prescriber License Validation

Marketing and Promotion
- ☐ Brand Assessment
- ☐ Compliance & Persistence Analysis
- ☐ Direct to Prescriber Communication
- ☐ Hospital Spillover Analysis
- ☐ Launch Performance Management & Planning
- ☐ Market Forecasting
- ☐ Market Segmentation Analysis
- ☐ Over the Counter (OTC) Market Assessment
- ☐ Parallel Trade / Cross Border Studies
- ☐ Patient Journey
- ☐ Physician Organizational Profiling
- ☐ Physician Promotional Campaign Evaluation
- ☐ Positioning and Messaging Studies
- ☐ Prescriber License Validation
- ☐ Pricing and Reimbursement
- ☐ Product Lifecycle Analysis

Portfolio
- ☐ Corporate Portfolio Analysis
- ☐ Licensing Analysis

Primary Market Research
- ☐ Competitive Intelligence Assessment
- ☐ Prescriber List Match Analysis
- ☐ Primary Market Research
- ☐ Qualitative Research
- ☐ Quantitative Analysis
- ☐ Social Media Analytics

Real World Evidence (RWE)
- ☐ Epidemiology / Pharmacoepidemiology
- ☐ Health Economics Outcomes Research (HEOR)
- ☐ Market Forecasting
- ☐ Outcomes / Patient Research
- ☐ Risk Management / Safety Surveillance

Sales Force Effectiveness
- ☐ Call Planning
- ☐ Contract Sales Organization
- ☐ Incentive Compensation Processing
- ☐ Sales Force Segmentation and Targeting
- ☐ Sales Force Size and Structure
- ☐ Sales Forecasting
- ☐ Sales Reporting
- ☐ Sample Fulfillment
- ☐ Territory Alignment

IQVIA Third Party Permitted Uses and Categories Job Aid

Marketing and Promotion - continued

- ☐ Promotional Mix Optimization
- ☐ Promotional ROI Assessment
- ☐ Source of Business Tracking
- ☐ Stakeholder Segmentation

Payor

- ☐ Claims Process and Rebates
- ☐ Contract Strategy
- ☐ Health Economics Outcomes Research (HEOR)
- ☐ IDN Segmentation
- ☐ Managed Care Analytics
- ☐ Medicare and Medicaid Analytics
- ☐ Stakeholder Segmentation

Technology

- ☐ CRM
- ☐ Data Warehouse
- ☐ Performance Dashboards / BI
- ☐ Software Application Implementation
- ☐ System Integration
- ☐ Master Data Management – Hosting or Providing MDM Software
- ☐ Data Marts