

"Together with our clients, we are investing in – and committing to – advancing human health... to rising to the challenge, to be more precise."

Jon Resnick • President, Real-World Insights, IQVIA
jon.resnick@iqvia.com



This is a special **AccessPoint** issue for us. It is our first as IQVIA.™ Much more than a new name, we are excited to be the world's first Human Data Science company. And I am proud to introduce – and demonstrate – Human Data Science, using data science, healthcare expertise and human data together to better measure and improve health decisions and outcomes. In its component parts, Human Data Science did not start today. As you'll see in this issue, it's very much already in action. Now, it's time to bring it together.

In this issue

- We demonstrate how digital health technologies, machine learning with real-world data, and responsive, predictive modeling accelerate everything from clinical trial recruitment to the association of patient satisfaction to clinical outcomes.
- Our article on How Machines Learn reveals that teaching machines about healthcare isn't that different from teaching humans. The more data we see, the more we can use, and the more accurate healthcare becomes. But it all comes down to human expertise, intellect and, yes, even creativity.
- Case studies reflect the real opportunity for patient-reported outcomes and real-world data to transform clinical trials. Improve satisfaction and adherence. Elevate the patient experience. And we move closer to understanding that real-world evidence makes developing and delivering precision medicine more precise.
- We uncover a company-wide opportunity to rethink how companies allocate resources for post market studies. How to adopt new methods and approach design differently. And how to leverage data to its fullest potential.

We have spent the past year bringing Quintiles and IMS Health together. We knew the potential was greater than two companies merging. We knew we were creating something new.

We have emerged as IQVIA, The Human Data Science Company.™

Together with our clients, we are investing in – and committing to – advancing human health... to rising to the challenge, to be more precise. To embracing new technologies and methodologies. We are energized by how Human Data Science will accelerate our collective vision for the future.

I hope you enjoy this issue of **AccessPoint**, and are inspired by the potential, and the reality, of Human Data Science to drive healthcare forward.

*AccessPoint is published twice yearly by
IQVIA Real-World Insights*

IQVIA

485 Lexington Ave, 26th Floor, New York, NY 10017, USA

@ accesspoint@iqvia.com
www.iqvia.com
www.linkedin.com/iqvia/real-world-insights
www.twitter.com/iqviaRWI

485 Lexington Ave, 26th Floor
New York, NY 10017, USA
Tel: +1 646 596 6053

CONTACT US

accesspoint@iqvia.com @

www.iqvia.com 

www.linkedin.com/company/iqvia 

www.twitter.com/iqviaRWI 

IMS Health & Quintiles are now

