IQVIA

# IQVIA: The Human Data Science Partner in Public Health Management

## *Driving Greater Value in Healthcare*

IQVIA is a world leader in using data, technology, advanced analytics and human expertise to help customers drive healthcare - and human health - forward. Together with the organizations we serve, we are enabling a more modern, more effective and more efficient healthcare system, and creating breakthrough solutions that transform process and patient outcomes. By combining data, scalable technology, and highly advanced analytics, we generate insights, provide recommendations, and deliver solutions to optimize the efficiency and quality of healthcare for patients, providers, and the healthcare system as a whole.

Recent disruptions in global health, combined with the exciting potential of new biotechnology and information technology, are driving unprecedented progress and have raised the bar for what healthcare can deliver.

We are at yet another inflection point for healthcare. The future requires us all to be more agile, more evidence-driven, and more results-focused. At IQVIA, our purpose is to accelerate healthcare innovation to help create a healthier world for all. Together with customers and partners, we are powering healthcare transformation by intelligently connecting the right insights, technology, and people—both inside IQVIA and throughout healthcare. We call this IQVIA Connected Intelligence™.

Connecting unparalleled data, advanced analytics, innovative technologies, and deep healthcare and scientific expertise makes it possible for our customers to discover previously unseen insights, drive smarter decision-making, and unleash new opportunities.

**AS IQVIA WE,**

- Provide (OMOP) data, data services, data analytics and pharmacovigilance studies to the FDA and EMA

- Conduct over 100 safety and efficacy studies annually for both private and government organizations

- Provide NLP/text mining and pseudonymization solutions to hospitals across the globe to unlock data in a secure manner and make it available for research purposes

- Are a leading contributor to the OHDSI community, helping to unleash the potential of data and supporting the implementation of the FAIR principles

## A LONG HISTORY OF GROWTH IN BELGIUM

IQVIA Belgium operates from three locations in Belgium – Zaventem, Antwerp, and Wijnegem – and have expanded with the acquisition of strong local companies over the last years like:

- Forcea in 2014
- T for G in 2017
- Clintec  in 2018
- Genae in 2019
- Smart IT Systems in 2020



## GLOBAL FOOTPRINT, LOCAL FOCUS

Around the world, IQVIA employs more than 79,000 medical doctors, epidemiologists, data scientists, and technology experts.

We support a diversity of customers in ensuring that as molecules and medical devices move from the lab to patients, decisions are based on evidence. As objective experts on the healthcare market and the systems that support it, we offer:

- Real-World Insights for example, on how treatments are used and supporting reimbursing decisions. The government can better control overall healthcare economics with international information and cost comparisons
- Research and Development Solutions to manage clinical trials
- Hospital Analytics and Consulting to help hospitals make sense of their data for strategy development, improved operations management, and higher quality of care

- Data and data management services across the pharmaceutical supply chain
- Strategic Services to identify areas of unmet medical need
- Nursing and Home Care Services offering convenient care and education to patients, improving adherence to therapy and treatment effectiveness
- Technology Solutions to support data management, marketing, compliance with regulations and safety protocols, quality assurance, and business intelligence

## IMPACT ON PATIENT HEALTH

Patients in Belgium benefit directly and indirectly from our data and services in the form of:

- Earlier access to innovative treatments via clinical trials established through our strategic partnerships with university hospitals
- Faster introduction of new medicines, based on our health economic modelling
- Improved adherence and clinical outcomes
- Less unwarranted variation in treatment pathways and care
- Better outcome indicators

## DIGITAL SOLUTIONS FOR IMPROVING HEALTHCARE PATHWAYS

Our goal is for Belgium to be at the forefront of digital health developments. Therefore, our teams are developing digital solutions and constantly promoting innovation by activating and supporting the digital start-up and scale-up companies that are being built in Belgium. Concretely, our innovations will allow:

1. Patients to have better and controlled access to their medical records, which will speed care delivery

2. Governments to better protect healthcare data while having a real-world view of the health of Belgian citizens

3. A stronger use of digital medtech devices, ensuring proper follow-up of patients in ambulatory and remote care, thus freeing hospital beds for more critical care

## STRATEGIC PARTNERSHIPS TO ADVANCE CLINICAL RESEARCH

By bringing together some of the largest university hospitals into one "Prime Site" network, IQVIA builds strategic partnerships with research institutions to advance the quality and volume of clinical trials. In Belgium, IQVIA has established the only Prime Site for a mid-sized research and development market in Europe. Working with a fully dedicated relationship manager, we collaborate with hospitals to improve research processes and attract more studies for patients in Belgium.

## BUSINESS INTELLIGENCE FOR CONFIDENT DECISION MAKING

In Belgium, IQVIA works closely with more than 50 hospitals helping them derive insights from their data in order to enhance the quality of care for patients. In consulting with them, we develop tools to optimize their resources. Specific applications include tracking quality indicators, managing clinical data, recruiting patients for clinical trials, and managing the administrative data that's used in budgeting. Our approach to safeguarding patient privacy is second to none; it is fundamental to the way we gather, protect, secure, manage, code, store and use data.

For pharmaceutical and device manufacturers, we provide consulting and analytical/reporting platforms to help them launch the most needed medications and better manage their inventory. We also support their reimbursement efforts with economic modelling and real-world evidence of product performance.

## VALUE TO PROVIDERS AND THE HEALTHCARE SYSTEM

IQVIA's expansive data, its contribution to setting up data networks based on the FAIR principles like EMA's DARWIN initiative, broad domain knowledge of the healthcare field, and transformative technology can help government bodies and public institutions make evidence-based decisions and take a proactive view in strategy development. Ultimately, our predictive models can help in providing citizens/patients with faster access to treatment and determining the most appropriate treatment.

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