

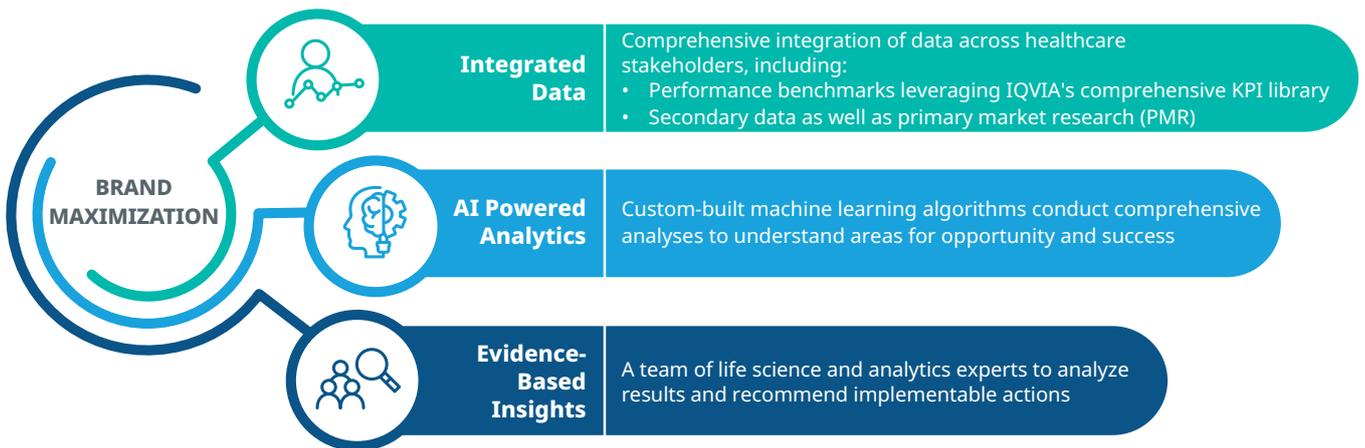
Maximizing the Success of Your Brand

Elevating Brand Potential in Today's Evolving Commercial Environment

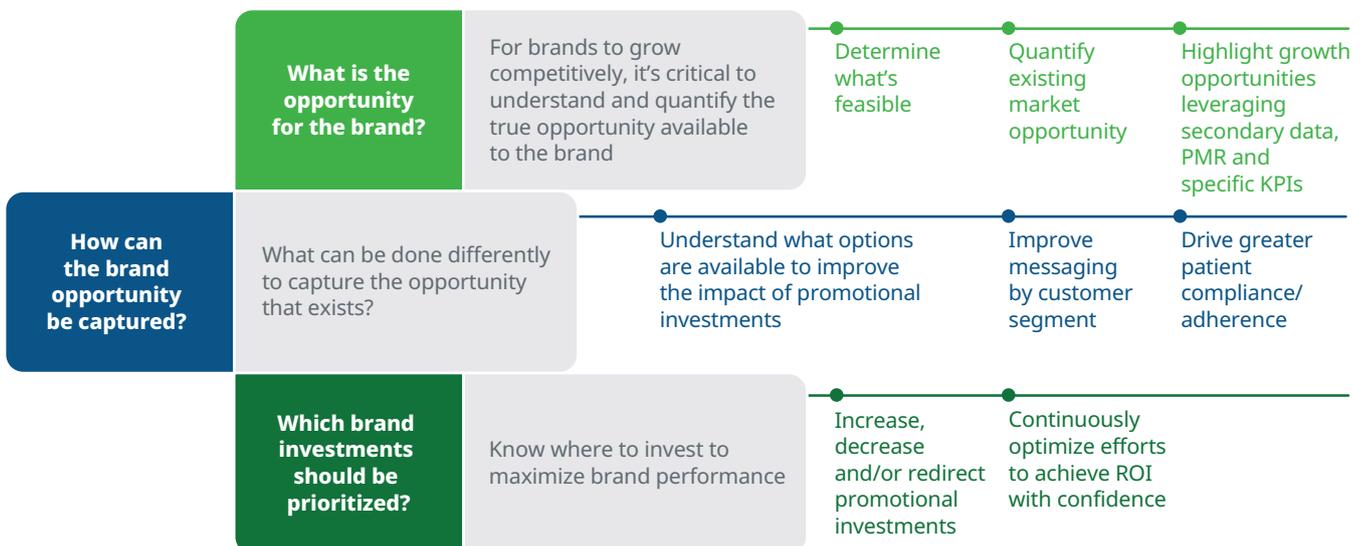
An integrated approach to maximizing commercial brand potential by uniting data, AI-driven commercial analytics and evidence-based insights.

Understanding how to maximize the success of your brand is critical, particularly in today's dynamic competitive market. Driven by AI-powered analytics, IQVIA's holistic commercial solution integrates vast amounts of data with advanced analytics to deliver insights that can illuminate your brand's true potential. This comprehensive approach delivers evidence-based insights that unlock answers to critical business questions and uncover new brand opportunities.

IQVIA LEVERAGES AN INTEGRATED SOLUTION

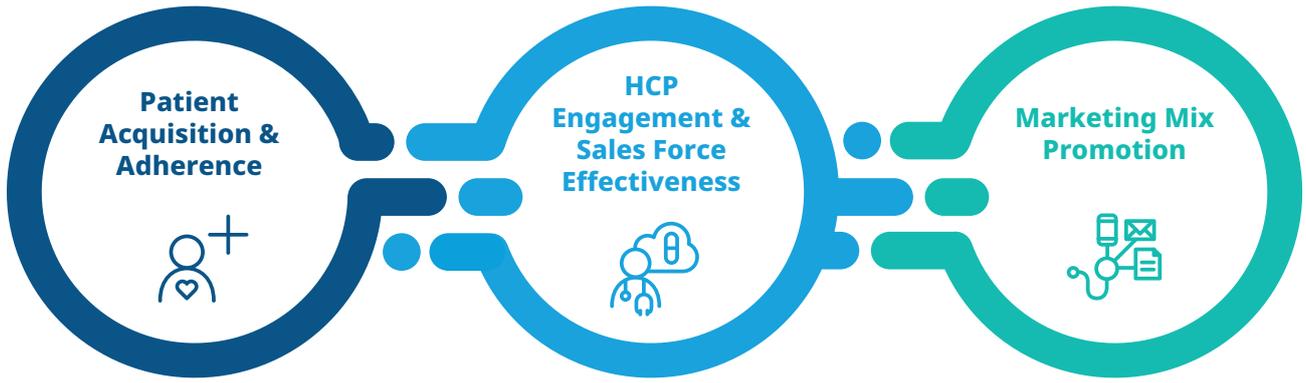


A HOLISTIC APPROACH TO COMMERCIAL BRAND SUCCESS



USING AI TO IDENTIFY VALUE DRIVERS

There are three key value drivers that offer the greatest impact on brand maximization.*



Addressing and winning over the right patients could potentially increase sales

Improvement in HCP engagement could potentially increase sales

Optimized marketing mix could potentially increase sales

*Subject to market access considerations for the region/geography in question.

Identifying the pockets of value for each driver and understanding their relative impact translates to concrete actions for maximizing the success of the brand.

ILLUSTRATIVE CASE STUDY:

A newly launched product faced slowing growth. Employing IQVIA's holistic integrated approach to maximizing brand success, the analyses uncovered a number of value drivers to unlock brand potential. The analyses identified the expected impact along with the required investment to achieve increased sales, allowing for the prioritization of recommended actions as noted below.

Value Drivers	Pockets of Value	Revenue Potential	Actions Taken to Capture Pockets of Value
Patient Acquisition & Adherence	Treatment Adherence		Developed a patient support program to increase adherence to treatment
	Brand Treatment Win		Focused on initial treatment period when a higher drop-off rate was observed for brand vs. competitors
	Brand Treatment Loss		
HCP Engagement & Sales Force Effectiveness	Better Seg. & Targeting		Implemented a revised segmentation and targeting approach to optimize promotional effort
	Competitive Brand A Rxers		Undertook an evidence-generation effort to better position brand vs. competitors
	Competitive Brand B Rxers		
	General Practitioner Pursuit		Identified physicians that better generated treatment initiations; adjusted promotional effort to match potential
	Specialty Pursuit		
Marketing Mix Promotion	Share of Voice		Adjusted promotional message content specific to each HCP type under revised segmentation
	Message Content		Reallocated effort to areas that were more sensitive and responsive to the brand
	Promotional Responsiveness		