

Primary Intelligence Solutions: Customized Research for Strategic Insights

Understand the “why” behind your customers’ behavior

Your Challenge

SECONDARY RESEARCH WILL ANSWER A MULTITUDE OF QUESTIONS ABOUT WHAT IS HAPPENING IN THE MARKET. BUT, EVEN THE MOST COMPREHENSIVE SECONDARY SOURCES CAN NOT EXPLAIN WHY IT IS HAPPENING

What are your stakeholders thinking? What attitudes and beliefs are driving their behavior? To compete effectively, you must have answers to these types of questions.

Exploring new approaches, making every day business decisions, and developing your marketing and sales strategies are huge challenges without the right information.

ANSWERS FOR ALL OF YOUR RESEARCH QUESTIONS, SUCH AS

- How aware are physicians of my brand’s value proposition?
- How difficult is it for physicians to diagnose the disease my product treats?
- What factors influence the hospital’s purchase decision?
- What do healthcare professionals think of our educational resources?
- What impact has the latest clinical data had on prescribers’ decisions?
- What potential do pharmacists see for treatment at various disease stages?
- How much do KOLs influence prescribers?

The Solution

AT IQVIA, WE DESIGN TAILOR-MADE METHODOLOGIES TO ADDRESS ANY OF YOUR BUSINESS ISSUES AND ANSWER ALL OF YOUR RESEARCH QUESTIONS WITH ANY STAKEHOLDER GROUP

There really are no limitations on what we are able to explore.

We focus first on understanding the question that is at the heart of the issue. Given the situation, we will review the pros and cons of various possible methodologies with you before recommending the best way to ask the right questions of the right stakeholders. This includes determining the survey setting and selecting and screening the subjects to ensure that they are geographically representative.

We might recommend, for instance, in-depth face-to-face interviews to collect insights from healthcare providers, followed by a web-or paper-based interview with a representative panel for a quantitative validation. Or, we might recommend that you join one of our regularly scheduled, multiclient surveys, with the ability to customize a few questions. The varied possibilities will depend on the targeted population and your objectives, timing, and budget.

The research subjects can include general practitioners, specialists, hospital pharmacists, retail pharmacists, hospital procurement specialists, hospital formulary committee members, nurses, nursing homes, laboratories, and patients.

IQVIA ENSURES HIGH-QUALITY RESULTS BY IMPLEMENTING THE PMR BASED ON AN ALL-ROUND STRATEGIC PHILOSOPHY

From the research question itself, to applying knowledge, optimizing the approach and interpreting the results.

'Opposite approach': First the question, then the method

At IQVIA, the focus is on the question, not the method.

- What exactly is the client's issue?
 - What is the question behind the question?
- Can we help the client to define the questions?

'IQVIA: Results-focused research project through customisation

Client specific research that contributes to the strategic issue in question – that is our speciality. 'Customisation' is our credo. Whenever your organisation comes up against a specific issue, we're happy to be your discussion partner.



'Knowledge and data:

The foundations of our approach

Our approach is based first and foremost on data and the in-depth knowledge that IQVIA has of the market, enabling us to fully penetrate the healthcare landscape – both nationally and internationally

Main pillars for tackling strategic issues

The approach we take to market research into strategic issues is based along four main pillars:

- Extensive knowledge of healthcare
- Multiple (data) sources
- Question the right stakeholders
- Shared goals questions?

The Result

An expert IQVIA team gathers and analyzes the research responses to give you feedback at the national, regional, and anonymized individual level. Results are presented in easy-to-grasp graphics in a PowerPoint deck, with the underlying data in spreadsheets to back up the highlighted findings. In the case of face-to-face interviews, the interviewers who conducted the survey usually taking part in

delivering the results to you so that you can gain additional insight on the findings.

Beyond answering the "why," we answer the "how to." Based on our analysis of the responses, we recommend future actions and areas for improvement so that you can take action, confident that you are making the right strategic moves.