

IQVIA Primary Intelligence

Leading our clients to precise insights, with a streamlined and focused market research methodology

Why is Primary Intelligence necessary?

Primary Intelligence bridges the gap between Secondary Data, with trusted quicker and targeted results, and Traditional PMR.



Secondary Data makes use of extremely large and robust existing data assets with frequent updates and historical data points to quickly understand trends such as prescribing/procedure dynamics.

Primary Market Research (PMR) utilizes surveys, 1:1 interviews, and focus groups with both patients and healthcare professionals to collect quantitative and qualitative data specific to client needs. PMR quickly gets to the 'why' behind the 'what' demonstrated by secondary data.

IQVIA Primary Intelligence takes a unique approach

IQVIA Primary Intelligence (PI) provides a clear understanding of your customer and market, delivering actionable insights for your team faster. As experts in healthcare, IQVIA is ideally positioned to support your needs.

THERAPY AREA & ANALYTICAL EXPERTISE

At IQVIA we perform secondary research first using our proprietary data and external sources. This "secondary first" approach creates unparalleled research insights for our clients in a lower cost model.

SAMPLE STRATIFICATION

At IQVIA we utilize the FINDr database (comprised of validated physicians and their affiliations and workplaces) to identify and survey only the most appropriate physicians.

IN-HOUSE PRIMARY MARKET RESEARCH (PMR) EXPERTISE

At IQVIA we bring a wealth of experience in survey and discussion guide design and execution to every project, including proprietary methodologies and calibration techniques. Our team's expertise spans 20 years of experience in the Canadian market place, across a wide variety of therapy areas and stakeholders.

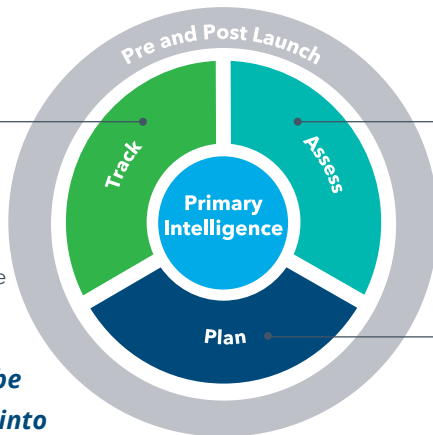
TECHNOLOGY AND RESOURCE EXPERTISE

We provide the results in an easy format that can be readily used by our clients. We offer alternatives to PowerPoint and Excel for delivering results. For example, we combine primary research with secondary data in streamlined, easy to understand dashboards. This results in actionable insights which can easily be shared across the organization.

The IQVIA PI difference

IQVIA PI brings global quantitative and qualitative market research for both pre and post commercial success. Secondary data, benchmarking, and calibration supports our strong custom primary research methodologies and expertise.

With primary intelligence teams operating in over 70 countries, we are truly global but with a local presence, bringing critical local market understanding to each project.



- Brand Tracking
- Usage by Indication
- Customer Value Metrics
- Social Media Sentiment
- Brand Insights
- Message Tracking: Fastrack & Promessage
- Brand Impact

- Market Understanding
- Patient Journey
- Commercial Opportunity Assessment
- Forecasting

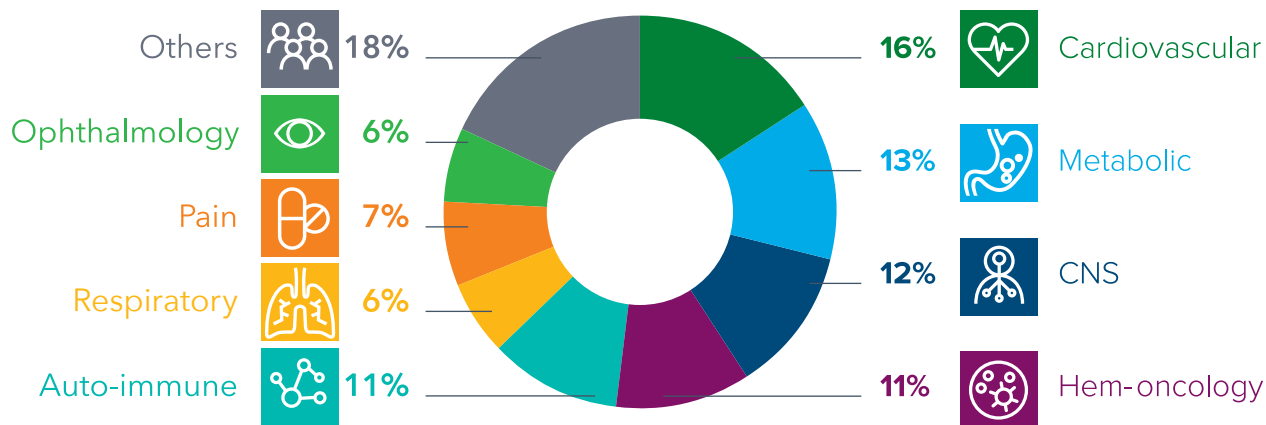
- HCP Profiling
- KOL Identification and Prioritization
- HCP Targeting and Segmentation
- Target Product Profile Testing, including Rx Drivers and Barriers
- Message Development
- Channel Mix and
- Communication Effectiveness

A centre of excellence (CoE) model can be leveraged within PI, enabling us to tap into broader expertise wherever possible. As an end-to-end provider, we are able to bring our clients efficiencies in both process and price.

The broad range of IQVIA experience

We conduct thousands of PMR studies each year across all major therapeutic areas and all geographies for both pharmaceutical companies and medical device companies.

As an end-to-end research provider we leverage the FINDr universe of healthcare professionals for targeted research. Patient and payer research is also a large part of our global capabilities and knowledge centres.



Numbers in this chart are based on Global IQVIA PI projects. The Canadian PI team has experience with all therapy areas shown.

FOR MORE INFORMATION, PLEASE CONTACT YOUR ACCOUNT REPRESENTATIVE

16720 Trans-Canada Highway, Suite 100, Kirkland, Quebec H9H 5M3 | 514-428-6000

535 Legget Drive, Tower C, 7th floor, Kanata, Ontario K2K 3B8

6700 Century Avenue, Suite 300, Mississauga, Ontario L5N 6A4 | 905-816-5000

iqvia.com/canada

