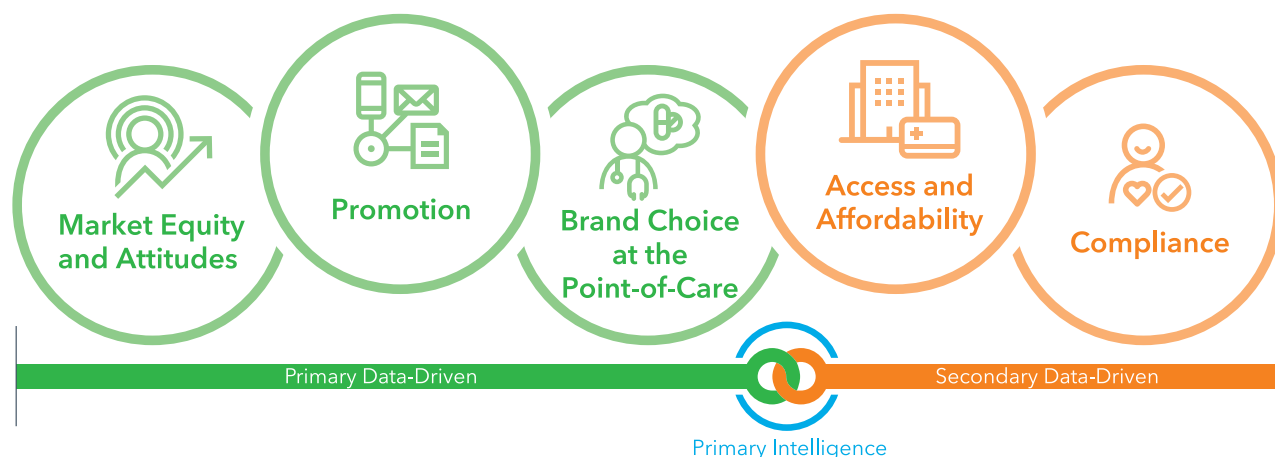


Primary Research Redefined

Primary Intelligence redefines primary research to deliver the integrated insight required to succeed in today's complex healthcare markets

The importance of integrated insight

Primary Intelligence's integrated research solutions capture all five of the interconnected cycles driving today's complex markets.



CAUSE AND EFFECT

Our solutions connect cause and effect, delivering insight into how these cycles interrelate and interact to help you drive new starts and increase lifetime patient value for your brand.

EXECUTION AND EFFECTIVENESS

Our solutions help you understand your level of execution and effectiveness within, and across, these cycles to improve brand performance.

ACROSS THE LIFECYCLE

Our solutions help you assess the competitive actions and stakeholder inputs influencing each cycle to maximize brand performance at launch and across all stages of the lifecycle.

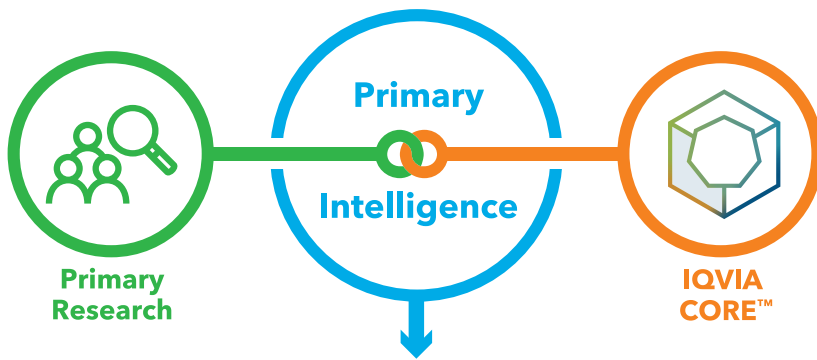
IQVIA AND PRIMARY INTELLIGENCE

Primary Intelligence leverages the data assets, domain expertise, advanced analytics, and transformative technology of the IQVIA CORE to create integrated research solutions that help our clients make critical decisions in complex markets.

We offer a broad range of solutions to help you plan, promote, and perform

 PLAN	 PROMOTE	 PERFORM
<ul style="list-style-type: none"> • Market Sizing & Assessment • Product Profile Optimization • Demand Assessment & Planning • Patient Journey • Key Opinion Leader/Influential Thought Leader ID, Mapping & Prioritization • Positioning & Communications Development • Strategic Segmentation 	<ul style="list-style-type: none"> • Creative Concept & Sales Aid Testing • Message Recall & Detailing Effectiveness • Detail Execution & Quality • Specialty Sales Model Design • Channel Assessment & Optimization 	<ul style="list-style-type: none"> • Brand Equity Mapping • Precision Brand Performance • Integrated ATU & Brand Tracking • Point-of-Care & Custom Chart Audits • Detail & Message Effectiveness • Non-Personal/Digital Effectiveness

IQVIA and primary intelligence



Primary Research Redefined

Making current research approaches better through integration.

FOR MORE INFORMATION, PLEASE CONTACT YOUR ACCOUNT REPRESENTATIVE

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