

Connected Go-To-Market Strategies

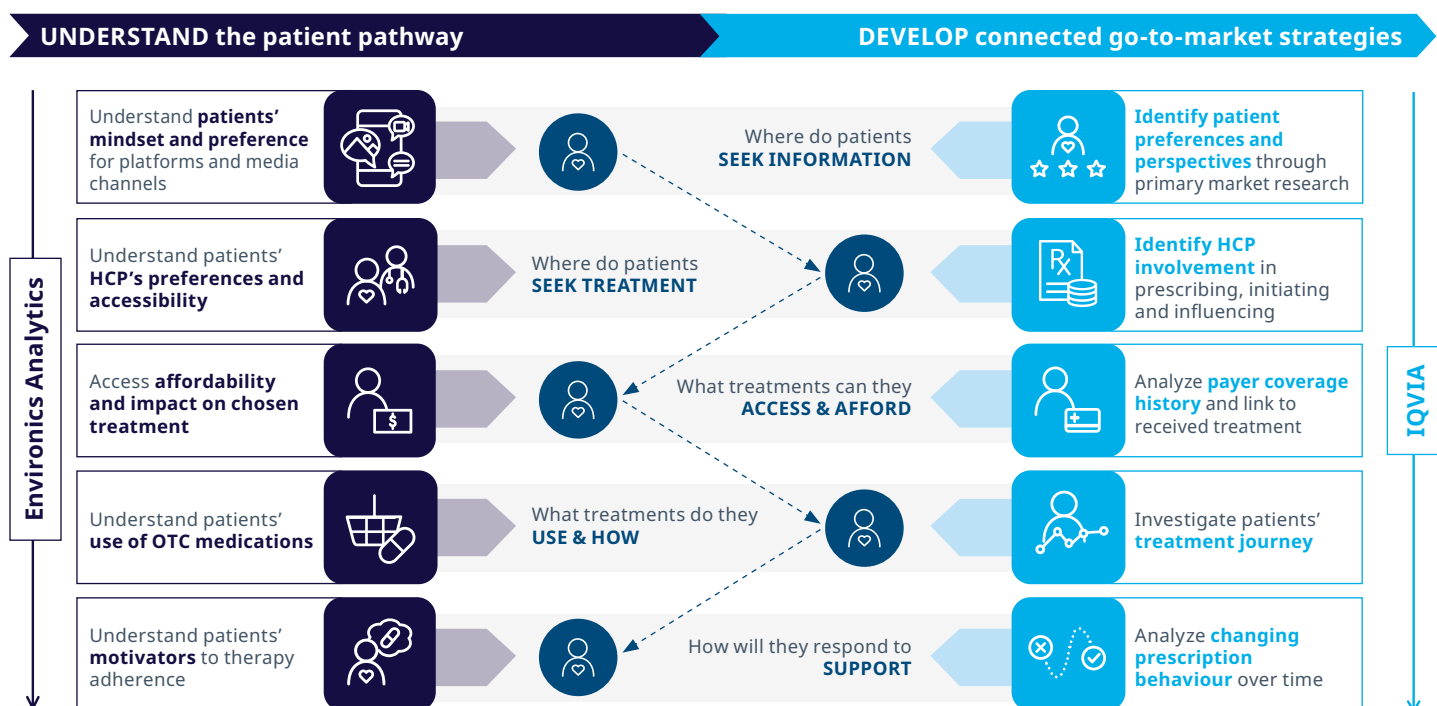
Understand the patient pathway. Engage with customers effectively.

The approach the pharmaceutical industry takes to segmenting and engaging patients and healthcare practitioners is often fragmented. Traditional commercial strategies and launch planning tend to focus narrowly on the healthcare system, seeking to understand the market through prescribing history and the patient treatment journey. This approach has become increasingly difficult in recent launches — such as those involving rare diseases, complex specialty products, or populations that may be undiagnosed or underdiagnosed. In these circumstances, we need a full understanding of the population that may require care and the healthcare system's capacity to provide it.

IQVIA and Environics Analytics combine data and analytics to deliver the most comprehensive view of the market landscape. We enable our clients to leverage deep, data-driven insights that blend healthcare practitioner prescribing information with a rich understanding of patient potential.

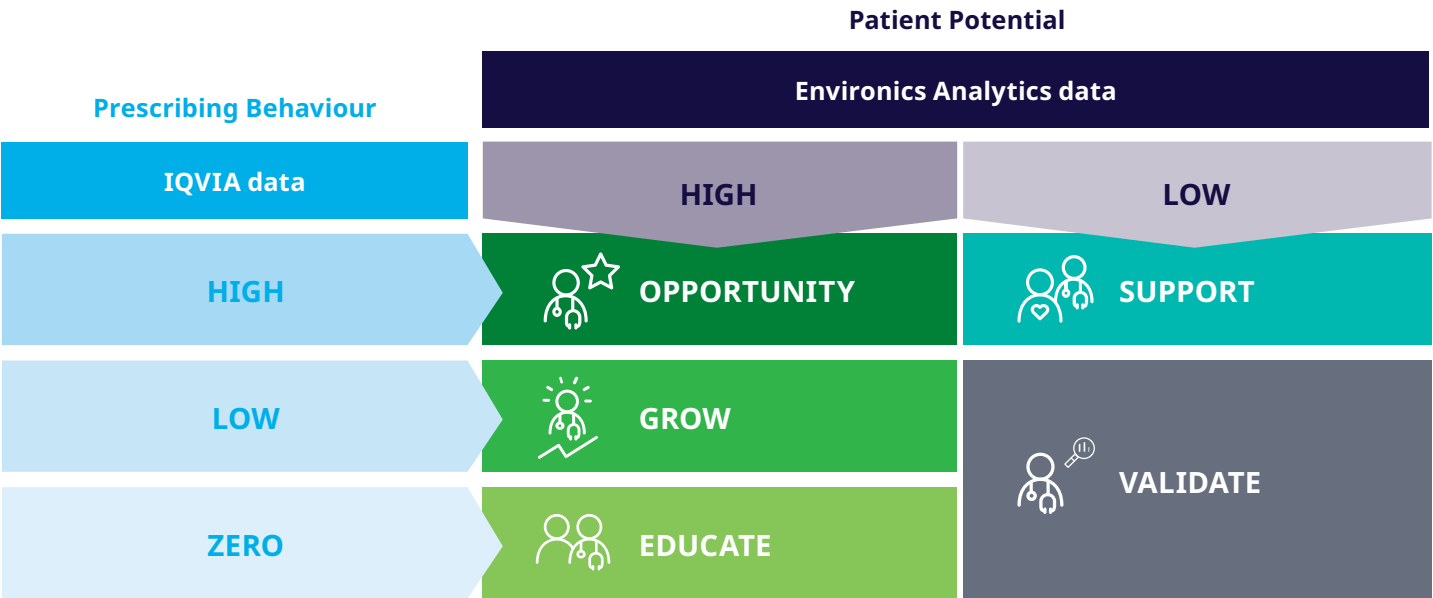
IQVIA's collaboration with Environics Analytics is designed to empower the industry to improve patient outcomes and uncover strategic, connected engagement strategies that resonate with both patients and healthcare practitioners.

Engage with patients and healthcare practitioners with consistent and effective messaging



Drive engagement strategies through combined patient and healthcare practitioner insights

IQVIA's proprietary data assets uniquely position us to perform analyses that bring to light patients' treatment journeys and healthcare practitioners' involvement. Working with Environics Analytics, we can access up to 40,000 variables that create comprehensive population and patient insights to help our clients engage with the right healthcare practitioners in various practice settings.



Innovation across all markets

By integrating deep population insights with proprietary data on prescribing behaviors, IQVIA and Environics Analytics deliver innovative, data-driven approaches to elevate your customer engagement. This collaboration empowers more targeted and effective outreach across diverse therapeutic areas—including rare diseases, novel treatments, vaccines, and women's health.

**HCP prioritization & engagement strategy**

**AIML modeling to predict market & patient potential**

**Epidemiological-based forecasting**

Together, IQVIA and Environics Analytics' data provide a 360° view of patient potential and healthcare practitioner dynamics. Reach out today to optimize your go-to-market strategies.