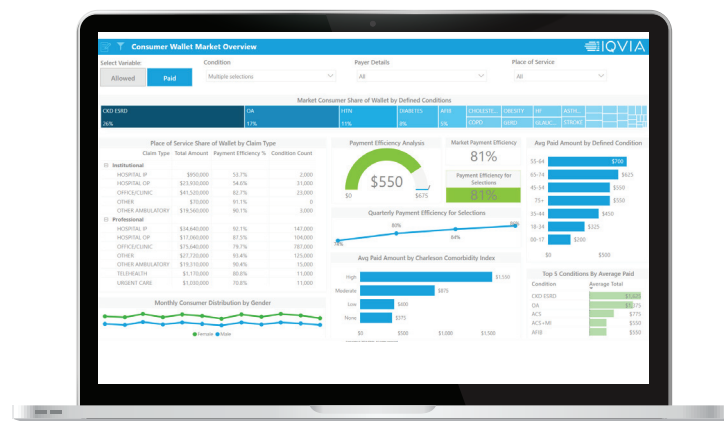


Gain Strategic Insights into Patient Healthcare Spending with the IQVIA Consumer Share of Wallet Solution

Use advanced data to strategically expand services, enhance patient engagement, and strengthen your competitive position in the market.








IQVIA's Consumer Share of Wallet solution provides comprehensive insights into patient healthcare spending, leveraging clinical taxonomies and OneKey data. It helps healthcare providers analyze spending patterns, benchmark against competitors, and identify high-spending patient groups. These insights enable targeted interventions, optimized resource allocation, and strategic service expansion, enhancing competitive positioning in the U.S. healthcare market.



Understand patient spend



Key technical details

-  **Data integration:** Combines IQVIA's extensive healthcare claims data ecosystem with IQVIA's industry leading OneKey Healthcare Professional and Healthcare Organization reference data and IQVIA's proprietary Managed Care Universe.
-  **Clinical taxonomies:** Uses proprietary and precise clinical taxonomies managed and maintained by IQVIA's dedicated Clinical Team to categorize patient spend into disease groupings.
-  **Patient privacy:** Ensures patient privacy and data security with advanced encryption, secure data storage, and rigorous access controls.
-  **Analytics capabilities:** Provides a unique and proprietary approach to advanced analytics that interprets data, identifies trends, and supports strategic decision-making.
-  **SaaS platform:** Delivered through a SaaS-hosted platform for wide accessibility and ease of use.
-  **Real-time insights:** Offers real-time insights into patient spend, claims activity, and managed care impacts.
-  **Support team:** Supported by a dedicated team of data scientists and customer success experts.

Real world use case

Imagine a health system aiming to understand where patients are spending their healthcare dollars to shape strategic planning and boost patient loyalty. Traditional approaches to market share, growth, and financial viability just don't cut it anymore. By leveraging Consumer Share of Wallet insights, the health system can dive into patient spending patterns and pinpoint which conditions are most lucrative in their market. They can also see how spending varies by service location, gender, and age, helping them identify high-spending patient groups.

With this data, they can benchmark their performance against competitors, uncovering opportunities to capture a larger market share for specific conditions. This helps the provider develop targeted interventions and optimize resource allocation. These insights empower the healthcare provider to strategically expand services, enhance patient engagement, and strengthen their competitive position in the market.

Ready to transform your healthcare strategy with unparalleled insights?
Contact us today to learn how the IQVIA Consumer Share of Wallet Solution
can drive your organization's success.

