



Kazakhstan & Eurasia

Consulting & Primary Market Research

IQVIA consulting covers broad range of services – our project areas often overlap and combine various data sources



- Go-To-Market strategy (e.g. market expansion)
- Growth strategy & organizational design
- Portfolio prioritization & management
- Market & product potential assessment
- Launch strategy & product forecasting

- MCM strategy set-up
- MCM KPI framework setting & tracking
- Behavioral segmentation of physicians
- Promo Mix modeling
- Social media listening
- Digital Health strategy & roadmap

- Market Access workshops
- Market Access & Reimbursement requirements & key success factors
- Pricing & Health Economics
- Market Access strategy
- Payers & KOLs mapping

- Commercial Due Diligence
- Target's search for out-licensing / in-licensing / acquisition / localization / etc.
- Partner's / investor's search
- Pharma & healthcare investment projects

- Pharmacy / physician segmentation & targeting
- Sales Force recourse optimization (sizing & deployment)
- Coverage & call frequency analysis

- RepCheck / Message recall
- Smart Brand (U&A)
- OncoAnalyzer®
- E-com Digest ®
- IDs & FGs

DATA SOURCES:

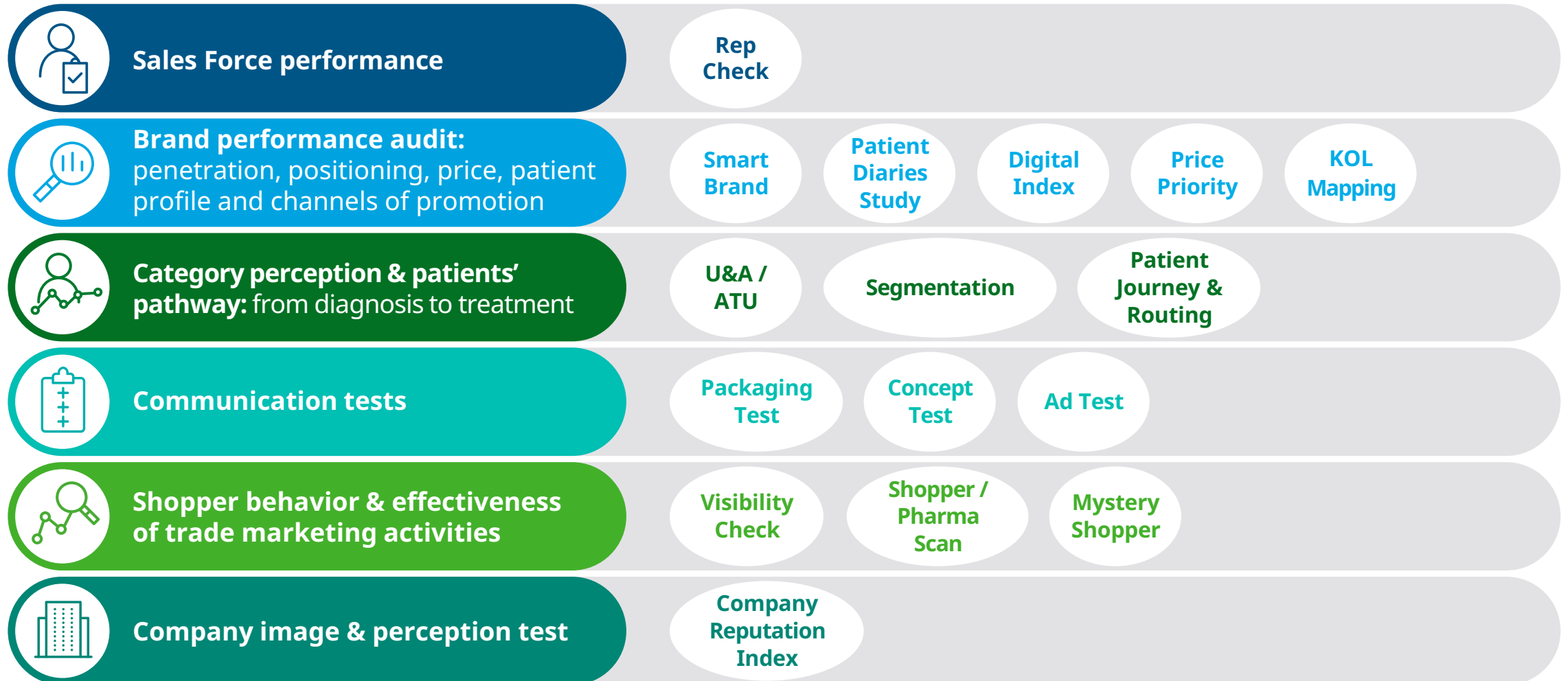
Sell-in	Sell-out	One Key	PMR	Payer data
Client data	KOL interviews	Channel dynamics	Transactional data	Other data sources

IQVIA Eurasia

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IQVIA Primary Intelligence studies cover extensive number of topics to support pharma clients in their strategic decision

PMR services:



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