



Unlock MedTech Success
with IQVIA MedTech Consulting

Your trusted partner for market access, regulation, and global growth

Cut through the complexity—with IQVIA MedTech’s data-driven, global medical device and IVD consulting. With deep therapeutic expertise, integrated solutions, and healthcare-grade technology delivered with precision, we support your journey, so innovation thrives where it matters most.

Why IQVIA MedTech?



Clinical strategy and evidence generation

Strengthen clinical strategy with expertise in trial design, evidence generation, and post-market surveillance—powered by real-world data and advanced analytics.



End-to-end market access expertise

From coding strategy to payer engagement and reimbursement optimization, we guide MedTech innovators through every phase of product access—globally and locally.



Track evolving regulations with confidence

Stay ahead of dynamic compliance requirements with real-time insights into policy, pricing reform, and procedural updates—including China’s VBP, EU MDR, and FDA pathways.



Navigate global trade challenges

We help you assess the impact of tariffs and other trade barriers, enabling informed decision-making for supply chain planning, localization, and pricing strategy.



Elevate quality & safety systems

Our consulting integrates our technology, automation, digital quality frameworks, and real-world evidence to support robust, compliant quality and safety management programs.



Data-driven commercial strategy

Leverage IQVIA’s unmatched data ecosystem—over 1.7B medical claims, 800K+ data feeds, and global research infrastructure—to shape winning go-to-market plans.

Some of our core consulting capabilities

Market access
strategy and
execution

Reimbursement
and coding
optimization

Clinical and
regulatory
navigation

Primary market
research and
KOL engagement



M&A due diligence
and asset valuation

Hospital targeting
and segmentation

Product value
messaging and
evidence planning

Trusted by 1,600+ medtech companies in 80+ countries



2,500+ MedTech
domain experts
matched
to device category
for tailored support



15+ therapeutic areas have a
clinical and commercial team
structured around them
including orthopedics,
cardiovascular, neurology,
diagnostics and digital health



600+ device studies have
been conducted by
IQVIA MedTech across
300+ sites with
200,000+ patients enrolled



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