



# Harness the True Value of Your Healthcare Data for Driving Business Insights

*Discover how effective information management increases  
accuracy of your data for faster time to insight*



## Foreword

Operating on a global scale is an exciting landmark for any healthcare company, but maintaining fluidity and consistency in data management can be challenging. While data can enhance decision-making in every aspect of your business, local teams will continue to operate on their own datasets or purchase datasets from external sources. How do you manage thousands of healthcare data files across the entire organization to ensure success? This is where streamlined integration of data and analysis is paramount for your productivity and efficiency.

IQVIA estimates that the top ten global life sciences organizations spend more than \$100 million every year on data investments and at least another \$100 million on data analytics, reporting and data science.

With companies spending at least as much money on organizing data as they did on the data itself, it's clear that having access to extensive data is an avenue to success, but with the wrong management that data can easily lose its value.

## **Introduction**

Navigating the network of data across a global organization has numerous complexities. With the right guidance, you can ensure the data you acquire aligns with your goals and delivers the insights your business needs.

Equipped with vast domain knowledge and years of global expertise, IQVIA can help you power innovative technologies to improve data access and advanced analytics. From reducing large information technology and system integration spending to producing data in standard formats and ontologies, IQVIA has extensive capabilities that can help you reach your data management and strategic goals.

This eBook provides details about the capabilities IQVIA has carefully curated to address the major information management challenges faced by life science companies.

# IQVIA Enterprise Information Management Capabilities



IM Strategy

Data Sourcing

Data Integration

IM Services

Insights Engine

Table of contents

### Data Landscaping

The first step towards efficient data management and strategy is to collate data from silos across your entire organization and identify exactly what data you have now. Once you have a thorough understanding of your current data landscape, you can clarify where you are missing data and where you are wasting resources on duplicate data.



*My company has access to an extensive number of datasets that span across multiple countries. What data do I currently have?*



*What gaps do I have in my data?*



*How do I know whether I have duplicate data?*



#### HOW DOES IT WORK?

In IQVIA's Data Landscaping solution, an assessment is carried out by data experts who collate quantitative and qualitative data from analyzing your current systems and interviewing stakeholders respectively. This enables IQVIA to determine what data you have acquired globally and produce a comprehensive report of sourced data, allowing you to gain clear insight into your data assets.



**Provides clarity** on gaps in data



**Enhances understanding** of current data



**Identifies duplicates** of spend in data assets

### Data Strategy & Acquisition

Once the landscape of data across your organization has been thoroughly analyzed, it's now essential to fill any gaps or rectify data silos between teams. IQVIA Data Strategy & Acquisition can help you identify exactly what data sources you need to fill these gaps and answer your key business questions.



*What other kinds of data are out there?*



*What specific data do I need to answer my questions?*



*What kind of data sourcing can you help me with?*



#### HOW DOES IT WORK?

Using the consultative expertise of data subject matter experts and epidemiologists, IQVIA performs a strategic evaluation of your data needs, identifying any unmet data silos or gaps. From this, IQVIA aggregates a tailored collection of data sources that will directly answer your specific questions, helping you drive informed business decision-making.



**Offers expertise** of data SMEs and epidemiologists



**Collates data** sources aligned to your needs



**Addresses questions** that inform decision-making

## Data Quality Solutions

While you may have extensive data across multiple healthcare subject areas, it's paramount to identify which data is of high quality. Low-quality data, such as those that are outdated or inaccurate, can impede the reliability of the data to strategically inform decision-making. IQVIA Data Quality Solutions help you to identify methods of data clean-up and ongoing management to maintain good-quality data moving forward.

### Data Quality Solutions



*Are my data feeds of high quality?*



*Do I have missing or outdated data?*



*Can I trust the accuracy of my analytics if my data is poor quality?*



### HOW DOES IT WORK?

IQVIA's experts evaluate the current data landscape to understand your pain points, subject area, and current systems performing data quality assessments using root cause analysis. From this, IQVIA creates a roadmap of recommendations to uplift the quality of your data, including data quality frameworks, new technologies, and methods of reporting. IQVIA also supports the implementation of these new processes across your organization, to promote updates and deliver the results you need.



**Improves data quality** across the organization



**Drives efficiency** of operations



**Amplifies analytics** to guide decision-making

## Data Governance Advisory

To gain the true value out of your data, teams across the organization must be aligned with data management best practices. IQVIA can help define and establish decision rights, accountability, policies, procedures, and business rules that support ongoing data management aligned with business outcomes. This helps you to reach data management business objectives and harness greater confidence in decision-making moving forward.



*How do I ensure the data across all systems is up to date and accurate?*



*How am I certain that the right access is being cascaded across systems?*



*How do I know I can rely on my data for decision-making?*

Data Governance  
Advisory



### HOW DOES IT WORK?

IQVIA creates a flexible data governance framework, complete with recommendations, that can be followed and executed to provide consistent data collation and reporting across the business. This includes deployment support guided by consistent coordination and implementation practices, helping your data to become a strategic business asset.



**Improves accuracy** of data



**Strategically informs** business decisions



**Ensures reliability** of data moving forward

## Data Privacy Advisory

New data initiatives are both an exciting and daunting prospect. With the increasing importance of complying with guidelines in an evolving, complex regulatory environment, experts in data privacy are invaluable. IQVIA's data experts can help you make the most of your data, while still ensuring your data complies with the latest privacy guidelines and is protected from malicious attacks or public missteps.



*How do I get the most out of my data assets, while ensuring privacy compliance?*



*What protections do I need to have to safeguard my data from a malicious attack?*



*How do I know I am compliant with the ever-changing data privacy regulations?*

Data Privacy Advisory



### HOW DOES IT WORK?

With IQVIA Data Privacy Advisory, you can utilize safe data strategies that are tailored specifically to your data. IQVIA has over 100 data privacy experts with expertise on informed standards and regulatory guidelines across the globe, who have advised hundreds of leading companies within the healthcare sphere. Our teams provide tailored strategies and practical guidance that help you move forward with new data initiatives with confidence.



**Enables peace of mind** that data strategies are in place for malicious attacks



**Boosts confidence** that data is compliant



**Enhances productivity** of datasets

# Data Sourcing

## Data Centralization & Delivery

### Data Centralization & Delivery

Ineffective data collection, inconsistent reporting and irregular formatting of data are just a few of the challenges faced when carrying out data analysis over a widespread, global team. For efficient and accurate data analysis, data must be accessible in a centralized location and in a harmonized format. IQVIA Data Centralization & Delivery standardizes data ready for analysis, helping to accelerate time to insights.



*How can I better support my data science team in accessing fit-for-purpose data?*



*How can I get my global assets delivered in a consistent, standardized and timely fashion to quickly enable standard analytics?*



#### HOW DOES IT WORK?

With the help of IQVIA experts, data is collected in its native format from a wide range of sources and structures, consolidated into a centralized location, and formatted into a standardized relational or global data model. This standardized data is then hosted for or delivered into the customer environment to power analytics and data science tools.



**Increases speed** of data access



**Accelerates analysis** and decision-making



**Transforms data** through standardization

# Data Sourcing

## Data Modeling

### Data Modeling

With discrepancies in data quality and format being an inevitable challenge for global organizations, a singular method of stratifying data for analysis is crucial to best support decision-making. IQVIA Data Modeling takes healthcare data from across your organization and transforms it into a structured, common format to prepare for analysis.



*How can I strategically format my data to prevent inconsistencies across my organization?*



*How can I prepare my data for analysis and accelerate my time to insights?*



#### HOW DOES IT WORK?

The IQVIA Data Modeling solution enables you to leverage a network of experts, services, and software to transform your data into a consistent format, ready for analysis.



**Accelerates access** to more reliable research



**Reduces cost** of ownership



**Expands global access** to consistent data

# Data Sourcing

## Cohort Building Programs

### Cohort Building Platforms

Understanding the therapeutic landscape of your target patient population is crucial in guiding decision-making around clinical trial feasibility and market access. With IQVIA Cohort Building Platforms, you can access deep and relevant insights about a patient population, including treatment adherence, co-morbidities, and more.



*How can I build a better understanding of patient populations for clinical trial feasibility?*



*Where can I find data to enhance treatment area understanding or support market insight decisions?*



#### HOW DOES IT WORK?

IQVIA Cohort Building Platforms give you access to a self-service platform, designed to streamline access and usage of prescription claims and electronic medical record data, which can be used to drive accurate and efficient analytics.



**Accelerates insight** generation



**Enables exploration** of different therapy areas



**Provides access to data** from an expanding catalog

# Data Sourcing

## Federated Data Sourcing

When conducting data research and analysis, challenges can occur when integrating external data sources like electronic health records, laboratory data and genomics data with data collated internally. With the ability to source and perform research across multiple data assets both internally and externally, IQVIA Federated Data Sourcing offers an in-depth, complete view of analytics insights in a coherent format.



*How can I fill in gaps in my research data with different data types not available commercially?*



*Where can I find supporting data to help me design feasibility studies, understand treatment patterns and perform outcomes research?*

Federated Data Sourcing



### HOW DOES IT WORK?

IQVIA has access to a network of 150+ external research sites and network partners who have converted real-world data from over two billion patients across 20 different countries into the Observational Medical Outcomes Partnership (OMOP) data model. Experts at IQVIA perform a quality assessment of this data and enable you to generate analytics with rapid queries, descriptive statistics and protocol-driven analytics.



**Strengthens data** by filling gaps with external sources



**Enables productized analytics** of external data



**Provides insight** into large, diverse patient populations

# Data Sourcing

## Data Marketplace

If you have extensive datasets across the business, how can you access them in a timely fashion and identify which sources are relevant when it comes to your major decision-making? Having numerous potential data sources in a single online location enables you to browse and explore different datasets, find which datasets will work for you, and request access to them.



*How can I link my existing datasets with new sources?*



*How do I identify gaps in my datasets to answer my questions?*

Data Marketplace



### HOW DOES IT WORK?

IQVIA Data Marketplace is an online tool that gives you freedom to explore new datasets, identify overlapping sources, and access sample sizes of datasets for your analysis.



**Gives you control** over the data you need



**Enhances cost savings** and efficiencies



**Provides visibility** of IQVIA's extensive datasets

# Data Integration

## Specialty Data Integration

### Specialty Data Integration

To enable in-depth analysis of data collected from multiple sources, you must be able to standardize data in multiple formats. Using IQVIA's Specialty Data Integration capabilities, you can clean, normalize and consolidate data from a wide variety of specialty channels, including ex-factory, wholesaler, and distributor channels.



*How can I create patient and market insights by easily integrating my specialty data into my ecosystem?*



#### HOW DOES IT WORK?

If you are looking to effectively consolidate data from a variety of specialty sources, you can leverage a consultative team of IQVIA experts to guide the process. In addition, our software as a service based platform provides you with near real-time insights into the patient journey, allowing you to improve patient efficiencies and position your organization for success.



**Generates near real-time insights** to improve patient outcomes



**Optimizes pipeline inventory** predictability



**Enhances brand success** through better competitive positioning

# Data Integration

## Data Warehousing

### Data Warehousing

Looking for a data management solution to help turn your insights into action? With embedded intelligence and business-rules management capabilities, IQVIA Data Warehousing offerings are next-generation data management solutions designed to seamlessly integrate data, empowering you to easily manage business rules and enable data visualizations supporting your business intelligence insights.



*How do I integrate data across multiple domains to make actionable insights and reporting?*



*How do I manage thousands of business rules in a single platform?*



*How do I cut down time-to-insights through an effective data integration platform?*



### HOW DOES IT WORK?

With the option of self-service capabilities or a fully supported approach operated by a team of experts, IQVIA can deploy pre-configured or custom data warehousing solutions for commercial and patient-centric data, allowing you to seamlessly integrate insights from your own data, IQVIA's datasets and the commercial data landscape.



**Increases productivity** of data



**Reduces cost** of integration



**Enables access** to insights with ease

# Data Integration

## Master Data Management & Data Bridging

### Master Data Management & Data Bridging

Throughout your commercialization journey, you need to be able to access data from credible data sources to ensure optimal engagements. IQVIA MDM is a multi-domain solution that enables seamless integration between commercial MDM platforms, IQVIA data sources, and third-party connectors. With standalone data-bridging capabilities, you can uncover commonalities, gaps and quality issues through drawing direct comparison of disparate datasets against a large reference file or existing data universe, assisting the onboarding process for master data management. These solutions help you rapidly improve your commercial performance and customer engagements.



*How can I improve commercial performance and gain a strategic view of my customer?*



*How can I ensure consistency in business reporting on my products?*



*How can I compare disparate datasets against a reference file or existing data universe?*



#### HOW DOES IT WORK?

IQVIA connects your datasets and IQVIA reference data into a single platform, helping to generate insights from credible data points and support your evolving business objectives.



**Improves quality** of data



**Supports business continuity** without full-scale deployment



**Generates actionable insights** from trustworthy datasets

# Data Integration

## Data De-Identification

The true value of data is mobilized when its application is multiplied. With IQVIA Data De-Identification services, you can de-identify large quantities of data, enabling it for research in other areas of your business.



*How can I de-identify my data so that I can use it for a secondary purpose beyond the original scope?*



*How do I ensure that sensitive data is stored and used according to local and global privacy regulations?*

Data  
De-Identification



### HOW DOES IT WORK?

IQVIA Data De-Identification solutions and SaaS platform allow sensitive data to be measured and enable you to quantify current data identifiability. Once identifiable data has been determined, the platform can be utilized to anonymize large quantities of data at scale.



**Ensures quality data** through cleaning and compliant processes



**Mitigates risk** of identifiable data



**Provides proof** of privacy protection

# Data Integration

## Natural Language Processing (NLP)

Many companies neglect a large proportion of their data as many insights are kept in textualized or unstructured formats. With IQVIA NLP, you can extract new information from unstructured data fields and textual data from across your entire organization, enabling you to unlock previously unleveraged insights.



*How can I organize and reap insights from unstructured data?*

Natural Language  
Processing



### HOW DOES IT WORK?

Using automated NLP workflows through software and APIs, IQVIA can process and normalize data from millions of documents an hour across business lines, helping to reduce the time you spend gathering information, closing gaps in knowledge, and mobilizing value at scale.



**Reduces time spent** gathering and sorting information



**Closes gaps** in knowledge



**Mobilizes value** at scale

### Data Governance & Stewardship

Ensuring compliance with defined data governance strategies across all areas of your organization can be a complex challenge to navigate, even more so when you have limited headcount or resources to swiftly resolve data issues. With IQVIA Data Governance & Stewardship services, you can utilize our experienced global resource pool and leverage tools, processes and best practices that allow you to successfully manage ongoing data stewardship and governance with an external outsourcing approach.



*How can I ensure my data conforms to our defined governance policies?*



*How can I achieve my data quality goals globally?*



*Can I achieve faster resolution of data issues and still balance my budget?*



#### HOW DOES IT WORK?

IQVIA is your strategic partner to analyze the unique needs of your organization and deploy outsourced data governance and stewardship operations in a tailored global staffing model. With a proven start-up methodology, IQVIA can accelerate the process to ensure a fast implementation of proprietary tools, processes and best practices to deliver powerful benefits.



**Identifies anomalies** in data quickly



**Leverages data harmonization** tools



**Remediates issues** in datasets

### Staffing Augmentation

There are occasions where external workforces are essential to ensure the success of short-term projects. However, hiring allowances may not cover the needs of your company from a cost-effective or skillset perspective. IQVIA's Staffing Augmentation solutions allow rapid deployment of a highly qualified team of experts, who can assist your project from a technical expert standpoint.



*How can I leverage external resources for my operations when I have staffing challenges?*



*How can I get access to skilled resources in my location when I only need them for a few months?*



#### HOW DOES IT WORK?

Individual contributors are chosen by skill profile or areas of expertise, or based on their curriculum vitae. Within 4–6 weeks, a qualified team of professionals can be selected and deployed to fulfill your needs, helping you address ad-hoc and short-term needs, such as vacancies, project-specific activities, or demand increases.



**Enables rapid deployment** of qualified experts



**Supports short-term needs**, including increased demands



**Provides global access** to external qualified resources

### Outsourced Project Management Office (PMO)

Large-scale projects can be a challenge to manage consistently on a global level. To help keep projects moving forward, IQVIA Outsourced PMO can deploy a team of project experts to support you and facilitate effective and efficient progress across your entire project, while maintaining best practices with data, spending and reporting.



*How do I ensure my entire organization stays aligned on best practices with data?*



*How can I manage control and have visibility over spending and progress of my projects?*



#### HOW DOES IT WORK?

IQVIA can deploy resourcing practices and capabilities across large programs, helping ensure that your projects keep moving forward. Leveraging centralized reporting, standardized processes and key best practice criteria, project managers can begin planning, identifying issues and managing risks from their very first day.



**Streamlines processes** across the entire organization



**Enhances accountability** in employees



**Generates reporting and tracking** for insights from day one

## Outsourced Analytics

The right team of experts can propel commercial analysis to success. However, resourcing can be an issue for organizations who would prefer to minimize the cost of hiring but maximize results from data reporting and analysis. IQVIA Outsourced Analytics is an outsourced solution for commercial analysis across pricing, launch, therapeutic area specialty and patient data, to help organizations further their journey to commercial success.



*How can I gain the most out of my data without expanding headcount in my own data analytics team?*



*How can I reduce costs for my commercial analytics?*

Outsourced Analytics



### HOW DOES IT WORK?

With a flexible and seamlessly integrated approach, IQVIA can unite a team of dedicated experts who understand the data, therapy, and business with a technology-enabled toolbox to expedite accurate analytics, forecasts and reporting.



**Creates tailored teams** suited to your individual needs



**Accelerates time to insights** without expanding data analytics teams



**Refocuses internal resources** onto strategic activities

## Operational Services

Inefficiencies in your information management systems can hinder your workflow. With IQVIA Operational Services, resource teams with proven expertise in information management can help you efficiently manage your capacity needs, filling gaps in your approach with a customized, scalable resourcing solution. IQVIA can help mitigate risk and maintain continuity without expanding the workforce of your team.



*How do I fill my information management capability gaps without adding the additional headcount to my teams?*



*How can I refocus my internal teams on highest priority functions?*

Operational  
Services



### HOW DOES IT WORK?

With IQVIA Operational Services, teams of experts are hired to maximize your usage of resources, management capabilities, and efficiencies with IQVIA's proven processes and systems. This enables you to share and delegate resource oversight to IQVIA, while maintaining business continuity and refocusing internal priorities.



**Offers flexibility** in model types and approach



**Mitigates risk** through outcomes-based program design



**Helps maintain continuity** in the business workflow

# Insights Engine

## Next Best Intelligence

### Next Best Intelligence

With omnichannel approaches increasingly becoming the expected method of healthcare professional engagement, having a concise and accurate modality of coordinating activities, personalizing messaging and targeting HCPs is crucial for success. IQVIA Next Best Intelligence can help your sales representatives to pinpoint active HCPs and target them with the right message at the right time.



*Who is the next best customer for my sales representatives to target?*



*What is the next best channel of communication for my team to use?*



*What is the next best engagement that my customers prefer to have?*



### HOW DOES IT WORK?

Intelligent, pre-defined algorithms determine the optimal messaging, content, timing and channel for communication with a specified HCP. This is communicated to sales representatives through a succinct message, helping to improve product uptake among HCPs and improving commercial strategy success.



**Increases adoption** of new omnichannel approaches among sales reps



**Accelerates implementation** of omnichannel strategy



**Leverages flexibility** for future approaches

# Insights Engine

## Patient Journeys

### Patient Journeys

With key insights into the patient journey of your target patient populations, you can identify opportunities for brand acceleration, enhanced patient conversion, and cost reduction. IQVIA Patient Journeys capabilities analyze and provide insight into patient characterization, diagnosis trends and treatment journeys.



*Where is the brand opportunity in the real world?*



*How do I support patients whose conditions have worsened?*



*How do I help HCPs redesign patient journeys?*



### HOW DOES IT WORK?

With access to IQVIA's Patient Journey insights, your brand team is equipped with key insights into the patient journey, including profiles for both diagnosed and predicted patient types and key metrics on adherence, rejection and approval rates. IQVIA's Patient Journey solutions apply artificial intelligence to extensive real-world data sets and reach up to 5 times more of the right patients within weeks. It characterizes 300 million patients in real time and is scalable, allowing you to analyze real-world diagnosis and treatment journeys in their true diversity.



**Reduces cost** through industrialized analytics



**Identifies 5x more market opportunities** with 85% precision



**Enables real-time exploration** of patient population

# Insights Engine

## Reporting & Analytics Tools

Many promotional budgets contain inefficiencies, with excess budget being allocated to promotional channel mixes with little revenue or benefit. With IQVIA Reporting & Analytics Tools, you can strategically enhance your promotional activities to maximize revenue while reducing inefficient spending by using AI and machine learning to inform and guide budget allocations.

Reporting & Analytics Tools



*What is the impact of my marketing budget?*



*How do I adjust spend to maximize revenue?*



### HOW DOES IT WORK?

IQVIA's AI/ML-powered, SaaS-based, online platform enhances promotional budgets by modifying allocation of budget, identifying the optimal promotional channel mix, simulating numerous business scenarios and providing actionable, targeted insights to the end user. All of these analyses enable you to create and deploy a tailored engagement plan for upcoming promotional activities using intelligent recommendations.



**Enhances allocation** of promotional budgets



**Identifies optimal spend** levels across promotional channels



**Generates insights** on the optimal channel mix

# Insights Engine

## Data Science Workbench

An IQVIA analysis showed that 40% of HCPs change segments as often as every 6 months, whereas HCP target lists are often only updated every 12–36 months. For this reason, the effectiveness of an engagement strategy heavily depends on a company's ability to swiftly adapt outreach activities in response to evolving HCP characteristics.



*How can I accurately view an HCP's digital footprint?*



*How do I know how often an HCP would prefer to be contacted?*



*How can I identify an HCP's preferred type of remote engagement interaction?*

Data Science Workbench



### HOW DOES IT WORK?

IQVIA's Data Science Workbench solution enables you to clearly identify changes in an HCP's preferences on a platform-based offering. By generating physician profiles that are responsive to the latest data and reflective of most recent behavioral trends, it empowers you to drive more successful field team activity targeting.



**Enhances activity** of field teams



**Enables optimal delivery** of promotional materials



**Drives more actions** across channels

# Insights Engine

## Algorithm Libraries

Optimal HCP engagement can no longer be achieved without a robust, data-enhanced approach. IQVIA harbors a library of automated and scalable algorithms that can be used to enhance HCP engagement and maximize channel effectiveness.



*How do I use machine learning to help me execute an effective omnichannel strategy?*



*How can I use machine learning to optimize prescription (Rx) uplift and reduce costs?*

Algorithm Libraries



### HOW DOES IT WORK?

IQVIA has a vast library of augmentable algorithms available on a SaaS-based online platform that can be used to strategically identify, target, and successfully engage with HCPs. This includes identifying HCP preferences around message content, channels, timings, and frequency of interactions with sales representatives. With succinct recommendations for sales representatives, IQVIA can help drive fast uptake of new omnichannel approaches in your workforce.



**Improves experience** for prescribers and stakeholders



**Coordinates engagement** leading to optimized Rx uplift



**Reduces cost** by maximizing the most effective channels of engagement



## Let IQVIA show you what's possible with enterprise information management

IQVIA has extensive information management capabilities to improve data quality across your entire organization and accelerate time-to-insights. Integrating robust data approaches and strategies into your organization will enable actionable insights to support strategic decision-making.

Learn more about IQVIA's data capabilities [here](#).

