

IQVIA Global Market Insights Agent

Gain a full understanding of the global market landscape with deeper, faster agentic AI-powered insights

Redefining pharmaceutical market intelligence. IQVIA Global Market Insights Agent leverages IQVIA Healthcare-grade AI® to synthesize and analyze our multiple sources of unrivalled, industry-leading syndicated global data. This enables faster, more informed analysis of market trends—from clinical through to commercial.

Powering Agentic AI: Our unrivalled data foundation

IQVIA MIDAS®

Pharma market intelligence across **95 countries**, **600 diseases**, and **1.6M products and 4M packs** — sales, volume, and patient insights

IQVIA ChannelDynamics®

Omnichannel performance across **36 countries** and **30,000 HCPs** — channel engagement and brand voice metrics

IQVIA ChannelDynamics® Verbatim

HCP sentiment insights from **50M verbatim messages**, **36 countries**, and **300,000 brands**

IQVIA Market Prognosis

Forecasting across **49 countries** — **5-year outlooks** and **10 years** of historical data

Business benefits

Accelerated decision-making through AI-generated recommendations

Complex problem solving via automated synthesis of multiple data sources

Democratized insights via an intuitive conversational interface

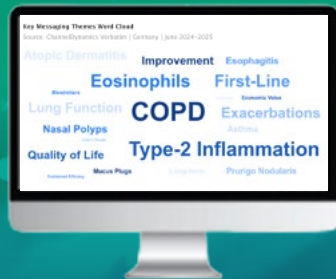
Advanced Intelligence for Everyone, Accelerating Every Decision.

Optimize agentic AI-driven insights across the product life cycle

IQVIA Global Market Insights Agent serves as a reliable, always-on assistant, supporting strategic and tactical decisions, from early commercial evaluation and launch planning to market access and in-market performance optimization. Examples across the life cycle include:

EARLY DEVELOPMENT

Evaluating commercial potential



- Analyze therapeutic area landscape
- Identify competitors and growth drivers using sales data
- Assess drug differentiators and their impact on medical opinions

PRE-LAUNCH

Strategic market analysis



- Evaluate market landscape, competitor launches, and patient share trends
- Identify country-specific tendencies and guideline effects
- Optimize commercial engagement strategy based on HCP preferences

LAUNCH

Performance monitoring



- Track KPIs like patient market share and engagement metrics
- Analyze engagement impact on market share evolution
- Develop data-driven omnichannel strategies to optimize launch planning, execution, and early market impact

POST-LAUNCH

Lifecycle management



- Analyze market dynamics pre- and post-patent expiration
- Develop targeted strategies to minimize post-protection erosion and sustain market share
- Compare promotion strategies of branded and generic products



Drive new levels of performance, enhance efficiencies, and improve patient outcomes with IQVIA Healthcare-grade AI®. Learn more at [IQVIA.com/AI](https://iqvia.com/AI).

Request a demo to see how agentic AI powers faster decisions that make a real difference.

CONTACT US

LinkedIn: [IQVIA Global Market Insights](https://www.linkedin.com/company/iqvia)

X: [@IQVIA_GMI](https://twitter.com/IQVIA_GMI)

[iqvia.com](https://www.iqvia.com)

