

Transforming Oncology Care

Patient engagement and support that delivers

Oncology is evolving rapidly. Patients today face a growing number of treatment options—alongside increasing complexity and emotional strain. As a pharmaceutical leader, you need more than adherence strategies; you need solutions that truly support patients at every stage of their journey. IQVIA's Patient Engagement and Support (PES) programs are built to do just that.

Combining evidence-based design with compassionate, human-centered care, our oncology PES solutions improve access, boost adherence, and enhance emotional well-being—ultimately driving better outcomes and strengthening your brand. Because at IQVIA, we believe every patient deserves the right support at the right time.

Empowering patients, enhancing outcomes



Comprehensive services

Addressing **awareness, access, affordability, adherence** and **emotional support** for patients and caregivers.



Behavioral science integration

Applying the **Capability, Opportunity, Motivation – Behavior (COM-B)** and **Theoretical Domains Framework (TDF)** to drive lasting behavior change.



Global reach & impact

65+ deployments

~20 countries served

20+ services

30+ customers

~30 oncology indications



“This has been a great outing through the past months. This project is celebrated both locally and globally, and we are eager to continue working together on enhancements and scale up plans.”

— Project Director, Global Pharma, Oncology & Rheumatology

A responsive patient journey addresses the changing needs of patients and other stakeholders

				
PRE-DIAGNOSIS	DIAGNOSIS	CONSIDERATE DISEASE EDUCATION	ADJUSTING TO DISEASE COURSE	LONG-TERM CARE & ADHERENCE
• Prolonged, inconclusive investigations • Multiple referrals result in fragmented, disjointed care • Access to screening and diagnostics	• Delayed diagnosis erodes trust in care • Identity shift to living with a chronic cancer condition	• Personalize education and awareness • Offer resources to reduce overwhelmed feelings • Emphasize patient involvement and sense of control	• Ensure continuity of care • Implement life adjustments and future planning • Self-management, during relapses • Address holistic needs, beyond clinical care • Manage side effects	• Build resilience to manage relapses and embrace remission • Monitoring to maintain control and perspective • Support families and manage work and social life

From diagnosis to adherence: IQVIA PES Oncology in action

GHANA: PROSTATE CANCER ADHERENCE	UK: HOMECARE PHLEBOTOMY	U.S.: VIRTUAL NURSE EDUCATORS
• Challenge: High dropout rates due to financial and emotional strain.	• Challenge: COVID-19 disrupted hospital blood monitoring, delaying critical oncology treatments.	• Challenge: Fragmented support programs and low adherence across multiple vendors.
• Solution: Dedicated patient coordinator, financial support and caregiver education.	• Solution: Nurse-led home phlebotomy service for safe, convenient care.	• Solution: Unified virtual nurse educator model with bilingual support and integrated patient data.
• Outcome: Patients on treatment increased from 64 to 110, with improved PSA levels and motivation to adhere.	• Outcome: Reduced delays and costs, improved disease management, and extended program.	• Outcome: 48% database growth, 72% patient opt-in rate, and 4.92/5 satisfaction score.

“This is a chronic illness. It’s not a sprint—it’s a marathon. And I’m learning to live with it, not just survive it.”

— Oncology patient

Ready to transform oncology patient support? IQVIA’s Patient Engagement and Support team is here to help. Whether you’re planning a new program or scaling an existing one, we offer tailored solutions that improve adherence, elevate patient experience, and drive better outcomes. Contact us today to explore how we can support your portfolio.



CONTACT US
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