

# IQVIA Commercial Solutions

## Commercialization with confidence

**IQVIA Commercial Solutions** helps life sciences organizations build, implement and optimize strategies and plans with greater clarity and confidence across the commercial lifecycle, delivering:



### Precision

**90%+ coverage** of global pharma sales for actionable targeting and forecasting



### Speed and agility

**72x faster** processing capabilities vs. traditional methods with IQVIA Healthcare-grade AI®



### Earned trust

Decades of experience with **90K experts** in more than **100 countries**

*Built to scale globally and execute locally across the commercial lifecycle.*

### Engagement backed by unrivaled data

Over 64 petabytes of industry-leading, analytics-ready commercial data means fewer blind spots and more precise commercial execution

- HCP reference data
- Sales and market data
- Promotional and engagement data
- Real-world data
- Patient-level data
- Pricing, access and payer data

### Engagement backed by advanced analytics and AI

Standardized data, logic, KPIs and methodologies across common commercial use cases

- Brand and portfolio strategy
- Market access
- Lifecycle optimization
- Field force effectiveness
- Patient journey
- Omnichannel engagement

# How IQVIA helps

It's time to empower your teams to make decisions faster and with more confidence.

## Refine brand strategy

By connecting market intelligence, forecasting, pricing, primary research and performance analytics, IQVIA translates complex dynamics into decision-ready direction, enabling clearer choices on where to play, how to win, and where to invest across launch and in-market phases.

## Engage with payers effectively

By leveraging real-world data and tailored insights to navigate evolving coverage criteria, IQVIA helps strengthen reimbursement strategies and broaden patient access, while supporting sustainable commercial performance.

## Drive HCP engagement

IQVIA enables orchestrated, omnichannel engagement across commercial and medical affairs. We align field and digital interaction, improve relevance and reduce waste using insight-driven segmentation, measurement and optimization, to accelerate adoption and sustain impact across the HCP customer journey.

## Improve patient engagement

With a focus on improving access, adherence and patient outcomes, we connect programs, partners and communications at key moments across the patient journey. The result is less friction across onboarding, affordability, persistence and ongoing support, while generating insights to improve performance over time.

## Optimize across lifecycle

Managing a product across development, launch and post-market phases is complex and constantly evolving. IQVIA unifies high-quality data, AI-enabled technology, and strategic services to strengthen launch execution, support market access and operate with confidence across global compliance requirements.

## Work smarter and faster with AI

IQVIA Healthcare-grade AI<sup>®</sup> brings precision and speed to commercial planning and execution. Teams gain more reliable forecasts, clearer scenarios and smarter actions, all grounded in governed data and consistent analytics.

*Drive precision and maximize value across the commercial lifecycle.*

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