

IQVIA Patient Engagement & Support

Support patients at every step to improve access, adherence and long-term outcomes

When patient support is fragmented, patients disengage early, driving poorer outcomes and lost value. IQVIA Patient Engagement & Support designs and delivers end-to-end programs across awareness, access, affordability and adherence to help more patients start therapy and stay on it.

Using a behavioral science-led approach, IQVIA brings fit-for-purpose programs that combine in-person nurse support with digital patient technology, including proprietary engagement platforms, contact centers, patient hub services and in-home clinical support. Designed globally and delivered locally, programs integrate with the broader patient ecosystem to help patients understand, access and adhere to treatment — while generating real-world evidence to continuously strengthen support.



Global scale

500+ patient support programs delivered across **45+ countries** in 2025



Therapeutic breadth

Knowledge spanning **250+ indications** across **20+ therapy areas**



Decades of experience

40+ years delivering audit-ready patient support programs and improving patient outcomes

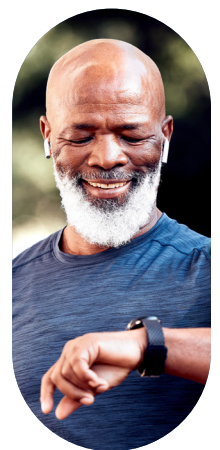
How IQVIA helps

Awareness & activation

Before patients can benefit from treatment, they need clear information, confidence and support to take the next step. IQVIA helps patients and HCPs navigate complex pathways through educational, journey-based engagement that closes knowledge gaps and reinforces understanding. Where appropriate, referral and onboarding assistance help eligible patients start therapy without delay and reduce early drop-off.

Access & reimbursement

Even when patients are ready to begin therapy, administrative complexity can delay getting started. IQVIA helps reduce friction at this critical point in the journey by supporting benefits verification, prior authorization and reimbursement navigation — so patients can initiate treatment sooner and care teams spend less time on administrative back-and-forth. Access services help prevent early disengagement and makes the path to therapy easier to manage.

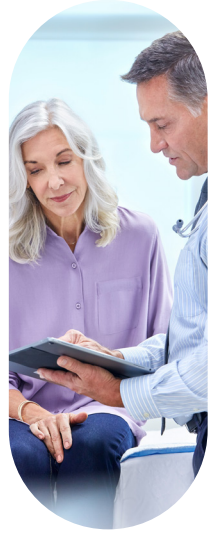


Affordability & financial assistance

Cost is often the biggest barrier to staying on therapy. IQVIA supports affordability through co-pay solutions, funding options and assistance programs that help put treatment within reach while maintaining program integrity and compliance. By stabilizing affordability over time, programs help prevent disruptive stop-start behavior, strengthen patient trust, and support better long-term outcomes.

Treatment support & adherence

Starting therapy is one thing; staying on it requires ongoing support. IQVIA helps patients manage complex regimens and day-to-day challenges through a coordinated mix of in-person and digital engagement. Support grounded in behavioral science is designed to adapt as patient needs change over time, using direct-to-patient and digital approaches to personalize adherence and generate real-world insight into treatment experience and outcomes.



All supported by IQVIA AI



More personalized support requires anticipating patient needs and responding earlier in the journey. We use IQVIA Healthcare-grade AI[®] to predict needs, tailor content and reminders, and guide next-best actions on an individual basis. Combined with human expertise, AI helps identify drop-off risk earlier, personalize interventions by patient segment or individual, and strengthen learning loops with clearer signals on what drives outcomes.

Effective treatment requires more than a prescription — it relies on access and ongoing support. Empower your patients with the support they need to live healthier, happier lives.



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