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IQVIA Data Bridging

The IQVIA Data Bridging solution rapidly connects and unifies an organizations' network of complex and voluminous data resulting in deeper insights and broader analytic possibilities.
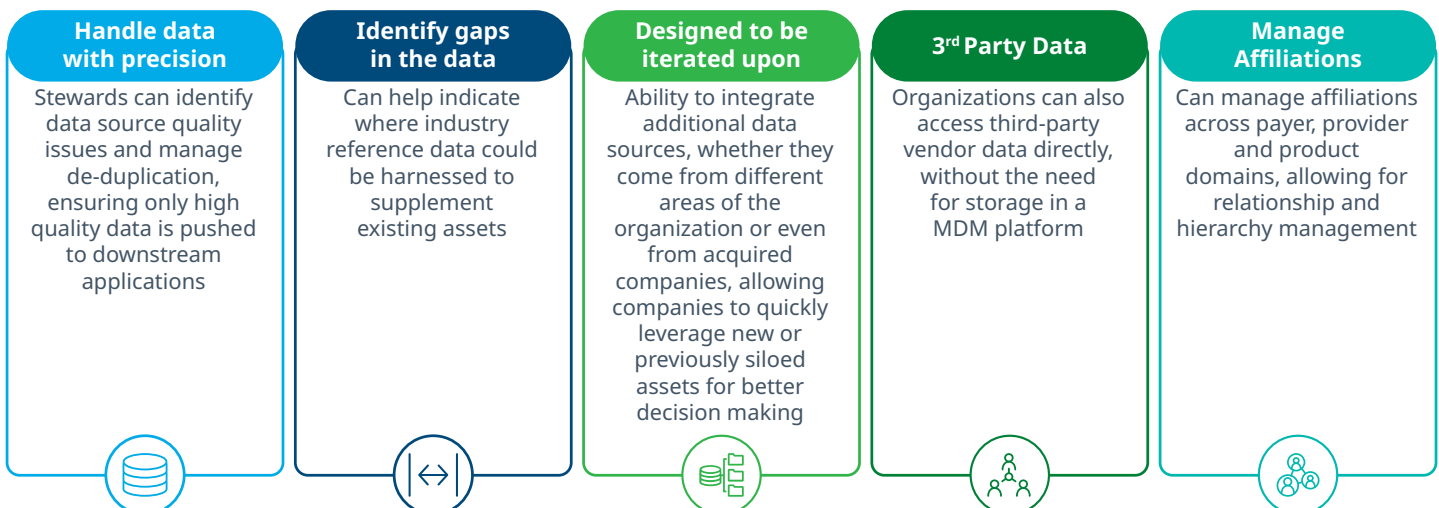
Today's Reality

To succeed in a competitive market, decision makers need a reliable source of truth to analyze and generate insights. As sources and types of data increase exponentially, data integration and linkage become a complex process that requires significant time, investment, and support.

With fragmented data, there is a lack of centralized insights for supporting key use cases such as omnichannel marketing or holistic account planning. Moreover, issues with redundant or missing information negatively impacts quick and accurate decision-making outcomes. To solve for these challenges a solution is needed to create a single, connected bedrock of information to enhance analytics and unleash the power of hidden insights. To optimize the value proposition, this solution should be able to complement an existing Master Data Management strategy or serve as a stand-alone capability.

The Right Solution — IQVIA Data Bridging

IQVIA Data Bridging is a flexible, high-configuration/low-code matching utility that compares disparate data sets against a large reference file or an existing data universe to uncover commonalities, fill gaps, and fix quality issues. Data Bridging enables users to match and merge disparate data sets with each other to generate a single source of truth. IQVIA uses a human-centered design approach to provide superior customer experience. With accelerators, pipeline cleansing mechanisms, and templates, teams can integrate data faster for specific analysis needs.

Data Bridging can be used to:

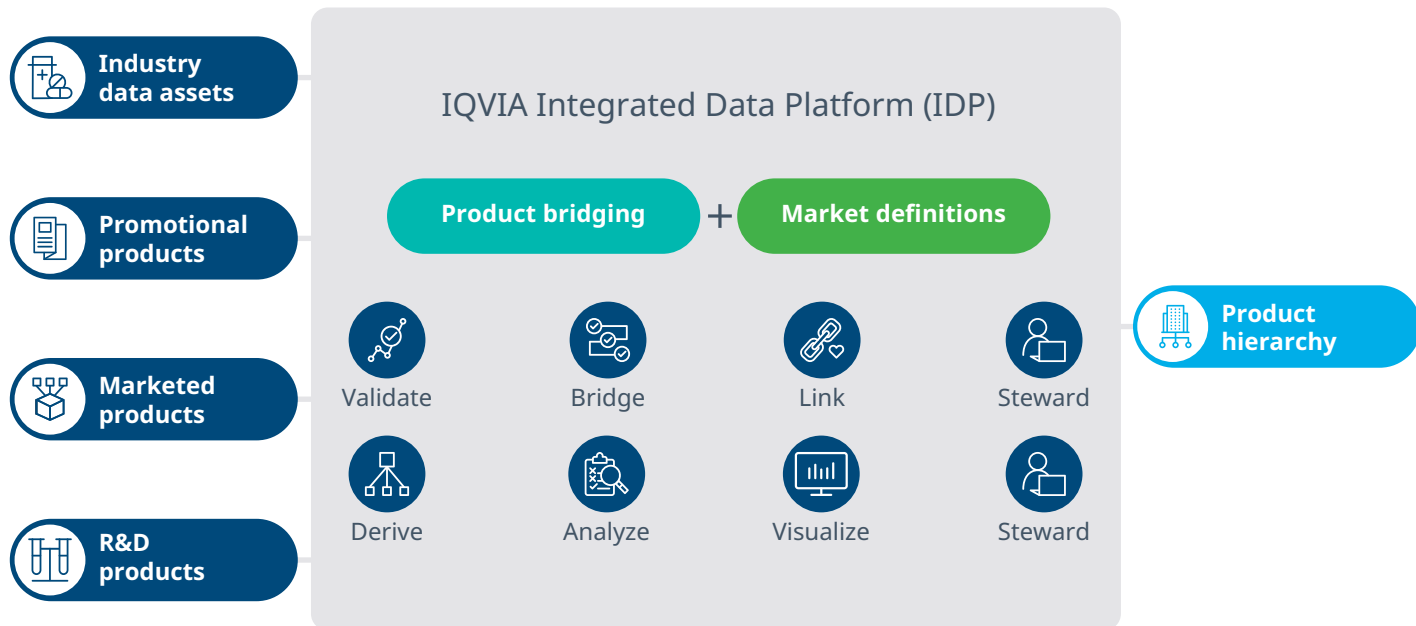| Handle data with precision	Identify gaps in the data	Designed to be iterated upon	3rd Party Data	Manage Affiliations
Stewards can identify data source quality issues and manage de-duplication, ensuring only high quality data is pushed to downstream applications	Can help indicate where industry reference data could be harnessed to supplement existing assets	Ability to integrate additional data sources, whether they come from different areas of the organization or even from acquired companies, allowing companies to quickly leverage new or previously siloed assets for better decision making	Organizations can also access third-party vendor data directly, without the need for storage in a MDM platform	Can manage affiliations across payer, provider and product domains, allowing for relationship and hierarchy management

Additional use cases:

- Ad-hoc file processing: Comparing marketing lists or acquired company data assets against a reference file

- Data source profiling: Bulk tool capability to run new/ prospective data sources for analysis of gaps/effort to on-board to MDM

- Low quality source management: Requires a source ID bridge to MDM ID for data warehouse/reporting — but not loaded into MDM

- Source de-duplication: Identify source quality issues where MDM matching within a source is denied

- Custom match routines: Ability to consider matching across multiple rulesets based on need, data set or type of entity

- Address de-duplication: Analysis on potential near duplicates when MDM matching is exact

- Affiliation/relationships: Bridge Symphony outlets to defined daily dose or OneKey Facility, creating an affiliation to be loaded into MDM

- Payer hierarchy management: Allow multi-pass matching at varying levels to generate merges and relationships

IQVIA Data Bridging Unique Features

- Rule-based matching configurable for business analysis

- Dedicated stewardship user interface for manual matching resolution

- Out-of-the-box bridge templates in core life science domains provide structured matching rules

- Ability to build domain agnostic matching rules for any type of data

- Integrates with Conformed Dimension for survivorship rule definition and gold record creation

Industry data assets

Promotional products

Marketed products

R&D products

IQVIA Integrated Data Platform (IDP)

Product bridging + Market definitions

Validate

Bridge

Link

Steward

Derive

Analyze

Visualize

Steward

Product hierarchy

Benefits of IQVIA Data Bridging

Accelerates data onboarding to an MDM in a clean, stable state

Supports business continuity without a full-scale deployment

UI-driven tuning and configuring of rules to fit the business use case

Built on common data platform that drives connected intelligence

Why IQVIA

As healthcare's vital partner with more than 60 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their Data Integration capabilities.

With easy access to business relevant information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time.

Only IQVIA offers proven, transparent data supported by a vast network of best-in-class partners with the information footprint that is expected and depended upon by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

IQVIA Connected Intelligence™

About IQVIA Connected Intelligence™

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of IQVIA Connected Intelligence™

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