

# IQVIA Agile Health Insights

## *Interactive development of real-world analytics for key business deliverables*

The interactive process initially defines the study objective, research question and intended audience. Then, over a four-to-six-week time-frame we will work iteratively with the client via three, brief and well-defined workshops to define and implement the final interactive Study Report. The final Report delivers key insights that combines the value of viewing patient analytics and insights graphically and includes expert commentary and interpretations of the analytics provided.

The output of this 4-6-week process will provide insights greatly enhancing the delivery of key business deliverables such as:

- Perform preliminary feasibility assessment to confirm viability of study objective
- Demonstrate product value to support pricing and reimbursement decisions by payors
- Develop enriched treatment and therapeutic area content for medical education
- Define product and market operating plans and growth strategies



### Jointly define study objective and target audience

- Discuss and define study objective and research questions of interest
- Define target audience for delivered interactive report
- Perform preliminary feasibility assessment to confirm viability of study objective leveraging selected real-world data set



### Iteratively analyze real-world data

- Partner with the client over 4 -6 weeks leveraging an iterative process that includes 3 well-defined workshops with clearly defined deliverables
- Dynamically define patient cohorts and perform the analytics
- Interactively review analysis and develop insights



### Deliver interactive study report with documented insights

- Partner with client to produce graphical representation of key insights and metrics
- Document expert commentary and interpretations of the analytics provided
- Deliver interactive report with E360 publishing capabilities

Figure 1: Agile Health Insights - Feasibility Analysis & Counts, Cohort Descriptive Analysis, Protocol-driven Studies

