

Delivering Consumer-Centric Claims Through Virtual Research

Today's smartphone technology and consumers' growing desire to play a more active part in their healthcare means virtual research is now delivering stronger, substantiated claims.

Over the past decade, as empowered consumers take greater interest in their health, it has become increasingly important for our industry to understand the lived consumer experience so that industry can develop more relevant products and services.

Real-world evidence (RWE) can help us to more deeply understand people's health-related needs and more fully meet their expectations.

This evolving context underpins IQVIA Consumer Health's decision to form a strategic alliance with ObvioHealth, whose ground-breaking virtual real-world research platform lets consumers participate in virtual studies through their smart phones.

IQVIA Consumer Health

IQVIA Consumer Health is a leading life-sciences solution provider, offering CRO, RWE and PMR services globally



ObvioHealth

ObvioHealth is IQVIA's preferred engine for Virtual Consumer Scientific Research, enabling global site-less & hybrid studies

A new era in consumer-centric research

Together, IQVIA Consumer Health and ObvioHealth's aim is to usher in a new era of consumer research in consumer health. This strategic alliance is built on the idea that people-centric studies lead to better scientific claims, better insights and stronger brands.



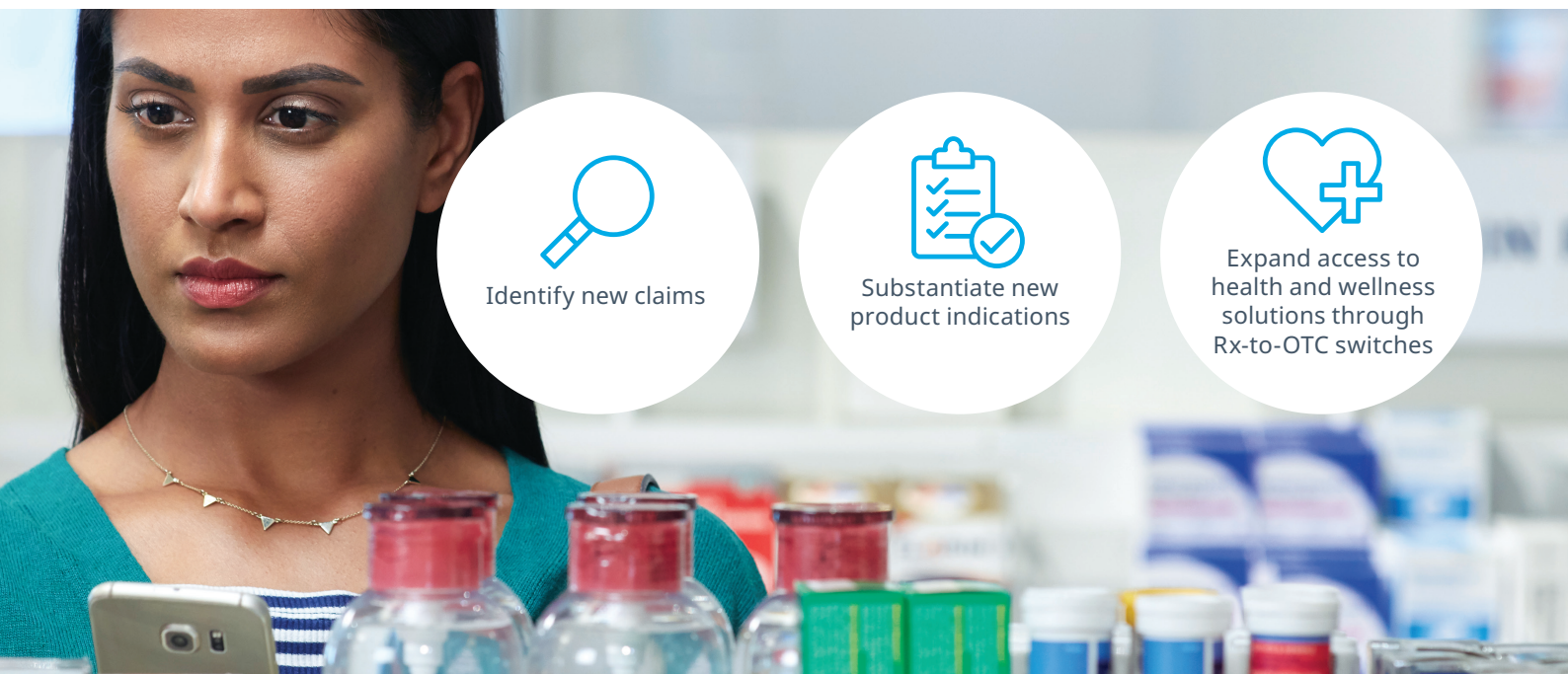
Identify new claims



Substantiate new product indications

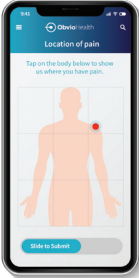



Expand access to health and wellness solutions through Rx-to-OTC switches






A faster, smoother research process

Our virtual platform, accessed by consumers through their smartphones in the comfort of their own homes, enables accelerated recruitment, improves compliance, increases retention levels and returns better, more accurate data.

<p>1</p> <p>PRECISION + VIRTUAL = ACCELERATED RECRUITMENT</p>	<p>Recruit untapped populations via targeted social media, qualifying high potential subjects that would otherwise be ignored. The appeal of participating from home results in faster recruitment.</p>
<p>2</p> <p>CONVENIENCE = COMPLIANCE</p>	<p>The digital platform and user-friendly interfaces make it easy to record events. Real-time measurement reduces recall bias for more accurate data.</p> <p><i>Ensure participants' retention and compliance with user-friendly interfaces</i></p> 
<p>3</p> <p>ENGAGEMENT DRIVES RETENTION</p>	<p>The app sends push notifications directly to participants' smartphones to remind them to comply. Text messaging and virtual chats with the study team keeps participants engaged.</p>
<p>4</p> <p>BETTER DATA, SIMPLE TO TRACK</p>	<p>Real-time data reporting and live monitoring lets you track recruitment, enrollment and compliance stats at all times. Faster access to data means faster support for differentiated claims.</p>  <p><i>Real time access to results makes your life easier</i></p>

Proven study design to deliver better data

 <p>93% Protocol Compliance in a recent blood pressure study.</p>	 <p>400 subjects recruited in 24 days pre-biotic snack vs blood pressure</p>	 <p>95% Completion Rate in a recent digestion study.</p>
---	--	--



CONTACT US

210 Pentonville Road | London N1 9JY | United Kingdom
 consumer.health@iqvia.com
 iqviaconsumerhealth.com