

# IQVIA Health Preference Research

*Differentiate your product through preference evidence*

The IQVIA Health Preference Research team specializes in capturing patients', carers', and healthcare practitioners desired health outcomes, treatment features, and trade-offs to support strategic product development, regulatory, and payer decisions.

## How we can help

Our services provide impactful evidence to support interactions with regulators, payers, clinicians, and patients throughout the product lifecycle. Our studies can help:

- Inform **regulatory** benefit-risk assessment
- Inform **reimbursement decisions** and provide evidence of value for payers and HTA bodies
- **Differentiate products** from the patient value perspective in a crowded market
- Define **outcomes** and **endpoints**
- Support **label claims** and **expand indication** statements
- **Identify patient populations** for precision medicine
- Define **prescribing decisions and trade-offs**
- Support **shared decision-making** in routine healthcare

Learn more about all Patient Centered Solutions services, please visit <https://bit.ly/IQVIA-PCS>

## Regulatory and payer expertise

Regulators in the US and Europe are increasingly demanding patient experience data to support



regulatory decisions. Our team of experts can provide guidance on the evolving regulatory landscape and help generate Health Preference evidence to support favorable regulatory and payer decisions.

## Experienced qualitative and quantitative preference research team

Our preference research team provides expertise for qualitative and quantitative preference research methods. Common methodologies employed include ranking and rating methods, stated preference methods, and threshold-related methods. We have a team of more than 20 qualitative researchers specialized in preference methods, and 8 preference researchers.

## Join our team

We're seeking an Associate Director/Director Preference Researcher! Contact Ana Maria Rodriguez-Leboeuf at the IQVIA booth to learn more.

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### CONTACT US

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