IQVIA

IQVIA's Analytics Insights and Reporting (AIR) for Drug Distribution Data (DDD) Powered by OneKey

Clear line of site into competitive sales at the GPO, IDN, and account levels

Today's reality

When action is needed, access to the right details can become a critical success factor.

Many organizations lack clear visibility into group purchasing organizations (GPOs), integrated delivery networks (IDN), and account-level sales activity, making it difficult to identify market trends within specific account types and align those accounts to the correct sales territories.

The solution — IQVIA's AIR for DDD with OneKey reference data

More detail means new opportunities and better decisions.

Powered by OneKey reference data that provides IDN and GPO affiliation information, AIR for DDD can greatly enhance any organizations approach to identifying new

opportunities and vigorously defending valued customers by providing clear visibility into sales and market trends right down to the individual outlet or facility.

With a clear line of sight into the competitive landscape and a detailed view of the overall market, commercial teams can take confident and targeted actions within their accounts and confirm alignment to their targeted sales force geographies.

Commerical users benefits with AIR for DDD with OneKey

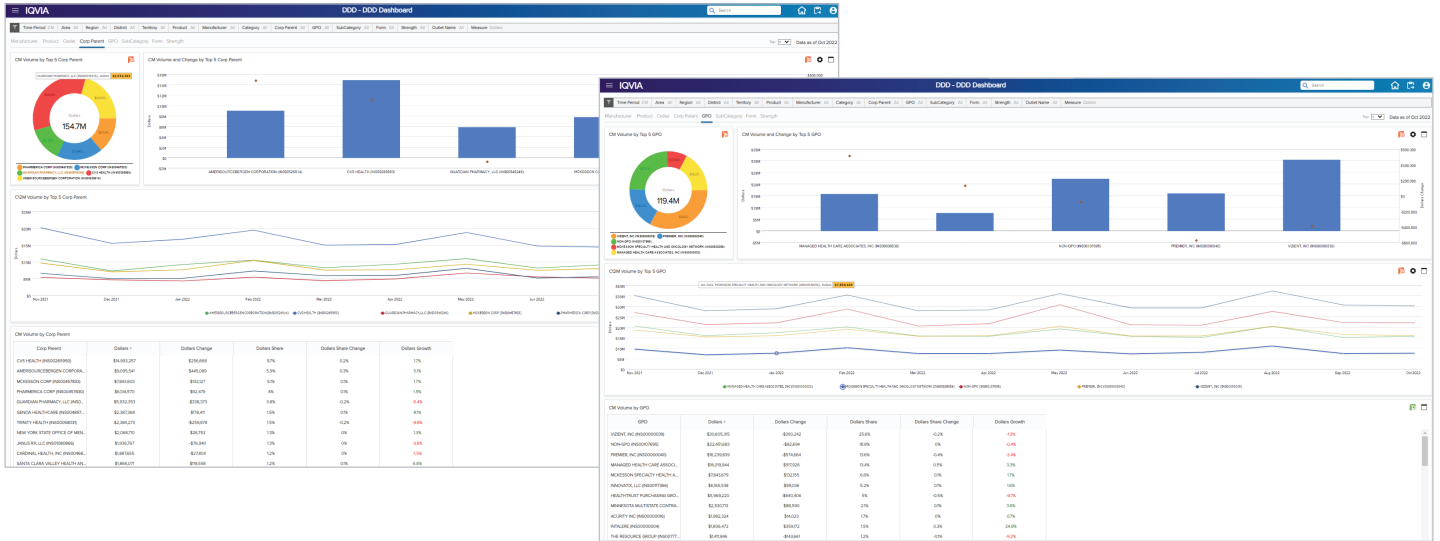|			
Visibility into granular sales trends within facility types and specialties	The ability to drill into an individual IDN or GPO and identify the top affiliated facilities	IDN visibility that provides insight into network access and the competitive landscape within individual IDNs	Insight into med/surg and pharmacy GPOs

Dashboard output examples

Delivery method

The solution is tech agnostic and compatible with IQ20/20 or third party business intelligence solutions (Tableau, PBI, Qlik).

CONTACT US FOR A DEMONSTRATION

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OPPORTUNITIES FOR INTEGRATION WITH OTHER IQVIA COMMERCIAL DATA SOLUTIONS

- LAAD (Longitudinal Access and Adjudication Data)
- FIA (Formulary Impact Analyzer)
- XPD (Xponent Prescriber Dynamics)
- XPT (Xponent Prescriber Level Prescription Data)

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

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

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