

IQVIA Commercial Data

Understand market performance, access dynamics, treatment pathways, and customer preferences to make faster, more confident decisions.



Product data

Market measurement

Access and compliance



Provider data



Patient data

QUESTIONS ANSWERED

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| <ul style="list-style-type: none"> • What is the size, share, and trajectory of my market? • How will my brand perform over the next 5–10 years? | <ul style="list-style-type: none"> • How do I secure access and optimize pricing across markets? • What is the optimum regulatory pathway for my product? | <ul style="list-style-type: none"> • Who are my key HCPs and how are they engaging? • How do I identify and reach the right experts for my brand? | <ul style="list-style-type: none"> • What are the treatment pathways and patient flows in my therapeutic area? • How can real-world evidence support my access and launch strategy? |
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BUSINESS VALUE

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| <ul style="list-style-type: none"> • Understand market size, share, and trends across geographies and segments • Predict future performance and plan strategic decisions with confidence • Improve commercial execution and prove marketing ROI | <ul style="list-style-type: none"> • Secure access, optimize pricing, and stay compliant • Protect the global price corridor and optimize launch sequencing • Stay ahead of policy and regulatory changes | <ul style="list-style-type: none"> • Identify, understand, and engage HCPs with precision • Enable more effective targeting and personalized engagement • Act on real-time digital signals for timely activation | <ul style="list-style-type: none"> • Understand patient journeys to improve decisions at every lifecycle stage • Connect treatment pathways to real-world outcomes • Support evidence-led launch readiness and access strategies |
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CAPABILITIES

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| <ul style="list-style-type: none"> • Market measurement across geographies, products, and segments • Forecasting, scenario planning, and portfolio decision support • Omnichannel performance analysis and competitive benchmarking • Treatment dynamics | <ul style="list-style-type: none"> • Global price tracking • Pricing, reimbursement and early-access intelligence • Real-time regulatory intelligence and expert advisory | <ul style="list-style-type: none"> • HCP identity, reference data, and behavioral insights • Digital signals, social media listening, and expert identification • Persona-level insights | <ul style="list-style-type: none"> • Longitudinal patient journey and outcomes analysis • Treatment pathway mapping and patient flow insights |
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INPUTS

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| <ul style="list-style-type: none"> • Sales and prescription data • Promotion data • Market forecasts, patent, pipeline, deals data | <ul style="list-style-type: none"> • Price and reimbursement data • Regulatory requirements and expert summaries | <ul style="list-style-type: none"> • HCP reference data, digital activity signals • Social media and behavioral engagement data | <ul style="list-style-type: none"> • Clinical data • Longitudinal patient records |
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From data breadth to confident commercial decisions

90%+

of the global
pharmaceutical
market tracked

1.8M
products

500K
pipeline
projects

10-year
forecasts

25M+

verified HCPs
and **6M** HCOs
across **118** countries

Longitudinal
patient and market
data spanning
10+ years

1.2B
unique non-
identified patients



Need one source of truth?

IQVIA's unmatched breadth of gold-standard AI-ready data feeds into robust information management platforms to turn raw signals into customer-ready intelligence.



Need answers in real time?

Accelerate data to action with IQVIA.AI, powered by IQVIA Healthcare-grade AI®. Access real-time insights, recommendations and models that accelerate analysis, connect signals across datasets, and deliver precision intelligence — engineered to meet life sciences' standards for privacy, trust, and compliance.



Need expert guidance?

Leveraging the same trusted data foundation, IQVIA's therapeutic, commercial, and access experts translate the data into clear, prioritized and customized recommendations — helping you act faster, control costs, and convert intelligence into measurable performance.

Make every commercial decision data-led.



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