IQVIA Advisory Services

Strategic expertise and differentiated healthcare intelligence to help clients make better decisions, build stronger brands, expand sustainable access and improve stakeholder outcomes

	Launch, brand and portfolio strategy	Value and access strategy	Medical affairs strategy	Digital health and engagement strategy	AI and analytics strategy
	Accelerate launch success and brand growth; maximize portfolio value	Strengthen value and access	Increase medical impact	Transform customer engagement	Scale AI and analytics
QUESTIONS ANSWERED					
	• How do we differentiate and win at launch? • How can we grow brand value across the lifecycle? • Which assets, indications and markets should we prioritize?	• How do we expand patient access? • What evidence supports payer decisions? • How do we improve reimbursement outcomes?	• How can medical influence strategic decisions? • What evidence and engagement will drive launch success? • How can we demonstrate medical impact?	• Where should we invest in digital health? • How can we create differentiated digital experiences? • How can we launch, scale and drive adoption?	• Where can AI and analytics create most value? • How can we scale successful AI initiatives? • How can we maximize return on AI investments?
BUSINESS VALUE					
	• Launch readiness and performance • Brand growth and lifecycle value • Confident portfolio investment decisions	• Optimize pricing and reimbursement • Strengthen payer partnerships • Translate evidence into sustainable patient access	• Greater Medical influence on enterprise decisions • Faster launch and lifecycle success • Demonstrable patient and business impact	• Focus investment on high-value opportunities • Deliver connected customer experiences • Accelerate solution adoption and scale	• Focus investment on high-value opportunities • Accelerate AI adoption and scale • Improve efficiency and business performance
CAPABILITIES					
	• Launch and go-to-market strategy • Brand, franchise and lifecycle strategy • Portfolio prioritization, valuation and scenario planning	• Access and pricing strategy • Payer evidence planning • Value communication strategy	• Medical strategy and planning • Evidence strategy and planning • Scientific and stakeholder engagement	• Digital health opportunity assessment • Patient, HCP and care-pathway design • Journey-based engagement strategy	• AI strategy and investment prioritization • AI maturity and readiness • Advanced analytics and transformation
INPUTS					
	• Market, customer and patient insights • Commercial performance and competitive intelligence • Pipeline data and forecast assumptions	• Pricing benchmarks • Payer requirements • HEOR and access evidence	• Scientific and clinical evidence • Real-world and healthcare data • Medical intelligence and insights	• Patient journey and HCP insights • Real-world and outcomes data • Market access requirements	• IQVIA proprietary healthcare data • Curated public data • Customer performance data

Why IQVIA Advisory Services

LEARN MORE

Differentiated healthcare intelligence

Connect differentiated healthcare data, analytics and market insight to reveal opportunities others may miss

25M+ verified HCPs and 6M HealthCare Organizations*

90% of global pharma sales tracked in 100+ countries worldwide*

DECIDE BETTER

Deep life sciences and market expertise

Bring therapeutic, functional and local-market perspectives to the decisions that matter most

20+ therapeutic areas and 600+ diseases*

2000+ specialist consultants globally

ACT FASTER

Strategy designed for execution

Connect strategic recommendations with AI, analytics, technology and implementation capabilities

E2E strategy-to-execution support

AI enabled planning and optimization

SCALE IMPACT

Global reach with local relevance

Translate global strategies into locally relevant action across markets and healthcare systems

80+ countries with market expertise

GLOBAL approaches adapted across countries and locally

*IQVIA OneKey and IQVIA MIDAS

Turn healthcare intelligence into confident decisions, faster action and measurable impact

Learn more or speak with an expert at

IQVIA Commercial Solutions

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