

IQVIA Commercial Outsourcing Services

A modular, AI-driven commercial approach that enables targeted, precise execution and delivers measurable growth across the portfolio



Analytics



Evidence and content



Engagement

QUESTIONS ANSWERED

- Where are the greatest value opportunities?
- What is shaping the competitive landscape?
- How can we maximize growth and investment returns?

- How to demonstrate value effectively?
- How to generate compelling evidence?
- How to provide consistent narratives across markets?

- How can we expand HCP and patient reach without increasing complexity?
- How can we ensure consistent execution across all customer touchpoints?
- How can we optimise channel strategy and resource deployment at scale?

BUSINESS VALUE

- Maximised ROI on investments
- Clear, unbiased performance insight
- Faster, smarter decision-making

- Drive access and adoption with a stronger value story
- Scale content faster across markets and channels
- Boost engagement with relevant, evidence-led messaging

- Extend reach and impact
- Consistent, high-quality engagement
- Improve adoption, access, and adherence

CAPABILITIES

- Portfolio and brand prioritization
- Competitive landscape and growth drivers
- Scenario planning and optimization strategies

- Value and evidence generation
- Content strategy

- Market Access
- Medical Affairs
- HCP Engagement
- Patient Support
- Marketing services
- Logistics and distribution

FEATURES

- IQVIA data assets + AI-driven analytics
- Integrate portfolio view across markets

- Integrated value, evidence, and content model (not siloed)
- Modular, scalable content tailored by stakeholder and market

- Integrated HCP and Patient engagement model (field, digital, and support services)
- Scalable, seamless delivery

INPUTS

- Commercial performance and market intelligence data
- Promotional effectiveness & channel activity data

- Clinical, HEOR, and real-world evidence
- Market access and stakeholder insights

- Segmentation, targeting, and engagement insights
- Patient journey, access, and reimbursement data

CONTINUOUSLY SUPPORTED BY EXPERT CONSULTING AND STRATEGIC GUIDANCE, POWERED BY



Un-parallel access to granular data and AI-powered analytics



Deep healthcare and functional expertise



Commercial Agentic AI tools

Defining the next generation of commercial outsourcing

IQVIA replaces fragmented, point solutions with a connected, AI-enabled commercial approach that accelerates uptake, optimizes cost-to-serve, and scales performance globally.

Beyond traditional outsourcing, we combine strategy, analytics, and execution to deliver integrated capabilities across market access, HCP engagement, patient support, marketing, and logistics — continuously optimized to improve outcomes.

Integrated commercial execution that improves performance, reduces cost and complexity, and enables scalable growth.



Commercial performance and portfolio value

- Slowed sales decline and improved trajectory (e.g. -8% ▶ -2%)
- Sustained revenue and accelerated market share across core and non-core brands



Scaled reach, engagement and growth enablement

- Increased reach (e.g. +30% HCP coverage) through targeted digital engagement
- Enabled scalable models (e.g. hubs/ virtual BUs across 15-23 markets)



Cost efficiency and ROI optimization

- Reduced OPEX through digital-first, centralized execution
- Improved profitability via lower cost-to-serve models



Reduced complexity and integrated execution

- Consolidated fragmented multi-country operations and vendors
- Enabled coordinated, end-to-end delivery across strategy, execution, and analytics

Powered by embedded AI agents and a unified platform, IQVIA delivers coordinated, insight-driven execution with full visibility and continuous performance optimisation across the brand lifecycle.