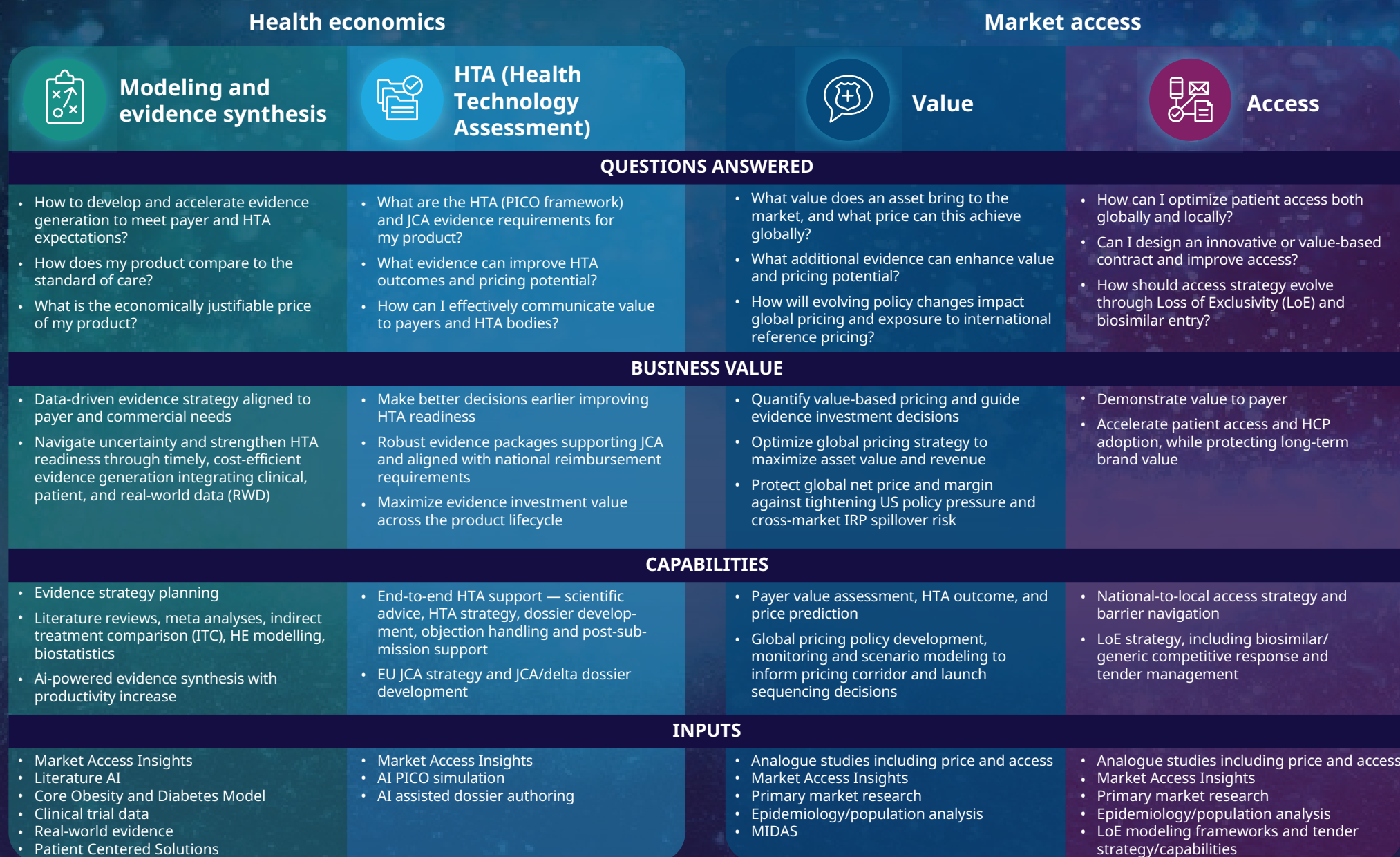


IQVIA Health Economics and Market Access

IQVIA Health Economics and Market Access synthesizing the evidence to drive patient access at a price that maximizes value for healthcare





Evidence to drive access and maximize value

IQVIA Health Economics and Market Access supports life sciences companies from early development through launch and lifecycle management anticipating evidence requirements, navigating uncertainty and demonstrating clinical, economic and real-world value to HTA bodies and payers.

Delivering solutions that maximize product value and enable patient access through evidence-driven insights, clear pricing and access strategy, innovative evidence generation and effective payer engagement.

What makes IQVIA unique?	Proof points
Data-driven insights and expertise at global, regional and local levels	30+ years of global experience >60,000 HTA reviews and reimbursement decisions
Accelerated HTA readiness with AI-assisted evidence generation	300+ HEOR experts globally 150+ peer reviewed publications in the past 5 years
Market access support through a single global partner	Access expertise across 35+ countries 480+ HTA submissions in the past 5 years+ including 20+ JCA dossiers
Global pricing expertise to navigate evolving policy	200+ Years of combined V&A Experience 60,000+ payer discussions in last 10 years