

IQVIA Patient Support Services

Support patients at every step of their journey to simplify access, improve adherence and long-term outcomes



Awareness and activation

Improve identification and outreach to patients who can benefit from the program



Access and reimbursement

Broaden care by simplifying treatment access for patients and caregivers



Affordability and financial assistance

Remove financial hurdles with affordability solutions for patients and caregivers



Adherence and treatment support

Improve adherence with a holistic approach to help patients live healthier lives

QUESTIONS ANSWERED

- How do we identify and activate eligible patients earlier?
- Where are patients dropping off before treatment?
- How can we improve referral and diagnosis?

- How can we reduce time to treatment?
- What access barriers delay treatment start?
- How can successful access models scale across markets?

- How can we make treatment more affordable?
- Which financial barriers affect adherence and persistence?
- How can we maximize access while remaining compliant?

- How can we keep patients on therapy longer?
- What drives non-adherence?
- Which interventions and support models have the greatest impact on outcomes?

BUSINESS VALUE

- Increase patient identification and activation
- Accelerate diagnosis and treatment initiation
- Improve program uptake and referral conversion

- Accelerate therapy initiation
- Reduce administrative burden
- Improve treatment access and continuity

- Remove financial barriers to treatment
- Improve treatment initiation and persistence
- Expand access to eligible patients

- Improve adherence and persistence
- Enhance patient outcomes and experience
- Maximize therapy value over time

CAPABILITIES

- Disease awareness campaigns
- Patient identification and targeting
- Referral navigation and pathway optimization
- Screening and diagnostic support

- Benefits verification
- Prior authorization support
- Reimbursement navigation
- Claims support and case management

- Co-pay support programs
- Financial assistance navigation
- Deferred payment solutions
- Free goods and affordability programs

- Nurse support and education
- Adherence and persistence programs
- Care coordination and monitoring
- Behavioral change interventions

INPUTS

- Patient journey research
- Epidemiology and market insights
- HCP and patient feedback
- Referral pathway analysis

- Coverage and reimbursement requirements
- Patient eligibility information
- Payer and access policies
- Treatment access data

- Patient affordability assessments
- Payer and funding structures
- Financial eligibility criteria
- Program utilization data

- Patient-reported outcomes and engagement data
- Adherence and persistence metrics
- Clinical and treatment journey data
- Digital interaction and support data

Personalized support, improved outcomes

IQVIA Patient Support Services helps pharma brands simplify complexity and deliver connected, patient-centered support across the entire journey, so more patients start, stay, and succeed on therapy.

By combining data driven insights, behavioral science, and AI-enabled technology, we design and deliver patient support services that address individual needs to improve engagement and drive measurable outcomes.

Designed globally and delivered locally, programs integrate with the broader patient ecosystem to help patients understand, access and adhere to treatment — while generating real-world evidence to continuously strengthen support.

WHAT MAKES IQVIA DIFFERENT



Behavioral Science

Programs designed to drive meaningful behavior change



Technology + Human Support

Digital engagement combined with nurse and care services



Healthcare-grade AI

Predict needs, personalize support and guide next best actions



Global + Local Delivery

Designed globally, delivered locally in 45+ countries

PROOF POINTS

500+ In-country deployments

250+ Indications

20+ Therapy areas

40+ Years Patient support experience



Learn more or speak with an expert at
iqvia.com/PatientEngagement