

IQVIA Commercial Solutions

The data you trust. The results you expect. The impact patients deserve.



Precision



Agility



Trusted ease



Data and business intelligence



Information management



Analytics and AI agents



Consulting

ADDRESSING KEY BUSINESS QUESTIONS

- Are you capturing a complete view of market dynamics to identify and action growth opportunities?
- Can you confidently identify, segment, and engage the right HCPs with trusted reference data?
- Do you have the patient insights needed to uncover opportunities and support better outcomes?
- How quickly can you transform complex data into decisions that drive commercial performance?

- Do you have a trusted, unified view of data across your organization?
- Can you ensure data quality and governance across multiple systems and markets?
- How can you streamline the management of different reports?
- Are you leveraging AI agents to automate data access and insights?

- How should you focus your strategy and position your brand to accelerate growth?
- How can you price, contract, and position your treatments to optimize access and adoption?
- How should you allocate resources, deploy teams, and prioritize investments to maximize commercial performance?
- How can AI agents accelerate key workflows across strategy, planning, and engagement?

- What should you focus on when preparing to launch a new brand to enhance market uptake?
- Which types of commercial analytics can help you elevate in-market brand performance?
- How can you strengthen data strategy and management to enable data-driven decisions?
- How can you adjust your strategy to maximize performance of established brands as they near LOE?



Market access



HCP engagement



Patient engagement



Commercial outsourcing

ADDRESSING KEY BUSINESS QUESTIONS

- How can you better anticipate and simulate market outcomes pre-launch to maximize access?
- How should you update your access strategy over time in response to key trends in your therapeutic area?
- How should you adapt your pricing to address downward pressure and global market variability?
- How can you make better-informed access decisions faster?

- How can you better support your field teams in engaging with HCPs?
- How can you use data-driven approaches to identify and engage the right KOLs and DOLs?
- How do you optimize omnichannel engagement to improve impact and performance?
- How do you ensure effective and compliant deployment of medical communications?

- How do you create a connected view of patient interactions across channels?
- How can you scale patient engagement without increasing complexity?
- How effectively are you turning data into personalized patient experiences?
- Are your patient support programs delivering measurable improvements in outcomes and engagement?

- Do you have the right talent and therapeutic expertise to scale with agility?
- Where is execution drifting from strategy, and how should you adapt?
- How can you enable more meaningful scientific engagement through better insights?
- What processes can you automate with AI agents to enhance efficiency?

Why IQVIA Commercial Solutions?



For market researches

Turn complex market data into clear, actionable insights



For analytics leaders

Unify insights across all commercial functions



For sales and commercial ops

Optimize field effectiveness and data-driven execution



For brand and marketing specialists

Drive omnichannel HCP engagement and campaign ROI



For patient leaders

Simplify access and improve adherence through personalized support



For medical affairs

Generate and communicate real-world evidence and insights to support scientific engagement