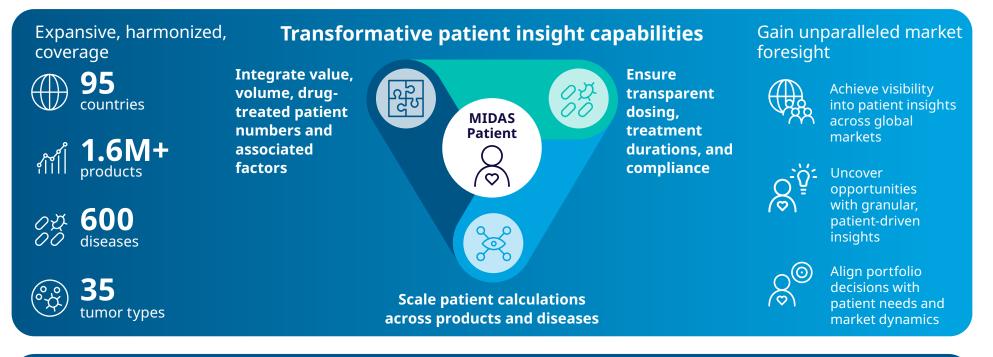**IQVIA**

IQVIA MIDAS® Patient: Redefining Pharmaceutical Strategy with Patient-Centric Intelligence

Navigate global markets with drug-treated patient insights by disease

In today's multi-indication, patient-centric pharmaceutical landscape, quantifying drug-treated patients by diseases is crucial yet complex. MIDAS Patient revolutionizes market measurement by delivering comprehensive patient insights across all MIDAS-covered markets and products, fully harmonized for cross-country comparison. This first-in-class solution quantifies estimated drug-treated patients and associated measures by drugs and diseases. It integrates patient dynamics with disease metrics, allowing you to unravel complex patient landscapes. With IQVIA MIDAS Patient, you can outpace competitors and make data-driven decisions to accelerate portfolio growth.

Expansive, harmonized, coverage

95 countries

1.6M+ products

600 diseases

35 tumor types

Transformative patient insight capabilities

Integrate value, volume, drug-treated patient numbers and associated factors

MIDAS Patient

Ensure transparent dosing, treatment durations, and compliance

Scale patient calculations across products and diseases

Gain unparalleled market foresight

Achieve visibility into patient insights across global markets

Uncover opportunities with granular, patient-driven insights

Align portfolio decisions with patient needs and market dynamics

Catalyze organizational growth

Fuel brand and market analysis with patient data

Identify emerging treatment trends

Optimize portfolio positioning

Navigate complex global markets with data-driven insights

Taking control of critical market dynamics

Unlock growth opportunities in target disease market by leveraging patient treatment dynamics

Optimize long-term disease strategy by understanding market share trends and competitive horizon

Gauge patient-driven insights within specific therapeutic areas

Compare dosing regimens across drugs within a disease

Analyze differences in treatment duration by molecule or form across drugs

Evaluate impact of product characteristics (e.g. formulation) on patient treatment patterns

Empowering teams across your organization

C-Suite: Drive patient-centric strategic decisions with comprehensive patient insights

Brand Managers: Enhance product performance through in-depth and nuanced patient insights

Sales Teams: Achieve a competitive edge by targeting HCPs supported by granular patient-driven market landscapes

R&D Leaders: Guide pipeline decisions with detailed and insightful patient landscaping

Market Access: Strengthen value propositions with robust and compelling patient insights

REQUEST A DEMO

Unlock the full potential of patient-centric market intelligence with MIDAS Patient

From sizing markets to optimizing treatment strategies, MIDAS Patient empowers you to make data-driven decisions that improve outcomes and drive business growth. Experience MIDAS Patient firsthand and request your **personalized demo today**. Discover how our unparalleled patient data can revolutionize your approach to market analysis and give you the edge you need to succeed.

IQVIA

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