≡IQVIA

Advanced HCP Targeting

Identify and activate the highest potential health care providers (HCPs) that serve your key patient population

Precise HCP targeting is critical to maximizing sales force and marketing activity investment. With today's relatively lean sales force profile combined with the unique challenges posed by COVID-19, this need is more essential now than ever.

Confidently go beyond standard volume and intent-to-prescribe targeting approaches by using IQVIA's advanced analytics-driven HCP targeting solution.

Purpose-built to address today's evolving needs, IQVIA's advanced analytics-driven solution leverages a comprehensive and disciplined approach that enables commercial organizations to up-level HCP targeting.

IQVIA's Holistic Solution for HCP Targeting

1 **Market opportunity assessment** → **2** **Profile segment target** → **3** **Repeatable scalable analytics**

1 **MARKET OPPORTUNITY ASSESSMENT:**

The first step is a thorough assessment of market opportunity by conducting a multi-dimensional analysis of HCPs based on the underlying drivers of activity in the therapy area of interest.

• Innovatively uncover the addressable market through HCP behavior by leveraging AI/ML, where appropriate, to uncover the nature of the underlying patient population (e.g.: size, degree un/under diagnosed, level of therapy need, likelihood of therapy transition, etc.).*

• Understand HCP market access coverage for the product of interest.*

• Include available client activity data that could inform prior HCP response to promotion.

* Subject to country-specific data availability and compliance

2 IDENTIFY AND PRIORITIZE THE MOST VALUABLE TARGETS:

Armed with a comprehensive understanding of the addressable market, the second step innovatively prioritizes HCPs, driven by cutting-edge machine learning techniques and IQVIA's unique AI/ML-driven technology.

- Reveal relative HCP target appeal through multi-dimensional physician profiles that integrate traditional behavioral/prescribing mix and attitudinal/intent-to-prescribe factors with a deep

understanding of the underlying patient base for the HCP or HCP cohort, as appropriate.*

- Factor in HCP market access favorability, influence networks, and digital profiles as well as prior known promotional response.*

- Leverage IQVIA's data, subject matter expertise, advanced analytics and technology assets including our Market Access Library and scalable AI/ML technology.*

This simplified view illustrates the multiple factors that can be selected, if available, to help develop robust and customized multi-dimensional physician profiles.

HCP attitudes
- Initiation and switching attitudes
- Intent to prescribe
- Primary market research
- Safety, efficacy & convenience

**Market access /
Payor environment***
- Gross-to-Net considerations
- Top plans
- Co-pay costs

Influence networks
- KOL activity
- Blogs
- Publications

Identify and prioritize most valuable targets

Prescribing behavior
- Activity in the therapy area
- Activity within the market
- Brand loyalty

Promo response + digital engagement*
- Influence of rep detailing
- HCP digital propensity (social media, apps, e-mail, e-details, etc.)
- Events & med-conference
- Channel preference

Underlying patient population*
- Population size
- Likely under/un-diagnosed patients
- Switching behavior
- Demographics / income levels

* Subject to country specific data availability, market dynamics, therapeutic area, privacy and compliance considerations.

3 UPDATE TARGETING AS MARKET DYNAMICS SHIFT THROUGH REPEATABLE, SCALABLE ANALYTICS:

Well-performing targeting strategies adapt to shifting market dynamics. Through IQVIA's technology-enabled approach, targeting analytics are scalable and repeatable as new market intelligence is gained, thus ensuring a disciplined, efficient, and consistent targeting update process.

- Refresh analytics to update market opportunity and physician targeting dynamically.

- Leverage a configurable, scalable AI/ML-driven technology solution.

- Realize value and cost efficiencies, especially when including multiple brands and/or TAs.

IQVIA's innovative AI/ML-powered technology enables repeatable, scalable analytics
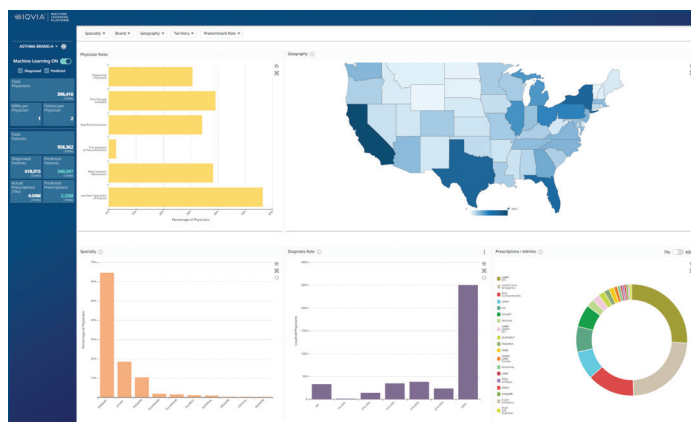
* Subject to country-specific availability

Geography-Specific Case Studies

UNITED STATES

Finding patients with an ultra-rare disorder and building a customized target list of priority HCPs

📋 Background

Client's treatment was the first to be indicated for an ultra-rare disease which is under-diagnosed due to slow disease progression and complex patient presentation

Very few "known" patients existed in claims data, and traditional prescription data wasn't very useful for identifying HCPs who might treat this population

⚙️ Solution

IQVIA used its holistic targeting approach to better understand potentially undiagnosed patients at-risk of having the disease
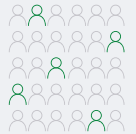
Population of potentially undiagnosed patients

Prevalence: 1 in ~70,000   **Model performance: 1 in ~7**

A small/limited number of patients were found in broad medical claims data

The predictive model significantly increased the understanding of the undiagnosed patient population

🔐 Results and impact

IQVIA translated this better understanding of the likely undiagnosed patient population to the network of HCPs best positioned to diagnose and treat the disease

Generating target list

Linked the likely undiagnosed patient population to HCPs most likely to treat

Developed focused list of prioritized HCPs

UNITED STATES

Illustrating the importance of payer access and profitability considerations for HCP segmentation

📋 Background

Client wanted to improve profitability of their sales force strategy and engaged IQVIA to help re-align and re-prioritize territories based on a combination of access and profitability metrics

IQVIA determined access based on historical payer approval rates of client product and measured profitability based on how payer and channel level (e.g. Medicaid) rebates and other costs impact net price within a territory

Access and profitability metrics were used to segment and realign client's sales force based on the new targeting metrics

⚙️ Solution

To determine true market potential, physician access was factored into market opportunity by applying product rejection rates to the branded market basket

The client's pofitability rates were calculated by applying product rebates and co-pay card spend to the TRx opportunity to determine true margins

Finally, physicians were segmented to identify the client's targeted universe based on a variety of variables including quality of access and profitability metrics
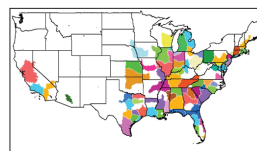
🔐 Results and impact

IQVIA developed new segmentation for the client using access and profitability to prioritize HCPs based on net revenue opportunity

Further, IQVIA provided recommendations for reallocation and re-prioritization of sales force efforts culminating in significant sales expense savings through a 20% reduction in sales force

A new territory structure and people placement recommendation was created using a rules-based placement process

Geography-Specific Case Studies (cont.)

EUROPEAN UNION

This EU case study illustrates how an unparalleled understanding of the underlying patient population can drive more precise HCP targeting.

Background

- New product launch in an acute therapeutic area usually treated with a product class that covers multiple indications
- The objective is to identify target patient populations of a dual-indication product that was split by indications and target physicians treating those patients
- Technology enables users to interact with target populations and understand profiles in depth

Solution

- Integrate multiple IQVIA data assets including EMR, LRx, Xponent, OneKey
- Leverage a range of machine learning models to distinguish between the two indications and estimate physician potential in terms of uncontrolled patients

Results and impact

1 Xponent Data (specialty specific brick data) 100,000 Units — 31,250 / 25,000 / 18,750 / 12,500 / 12,500

No link between diagnosis and prescription On average ~10 physicians/brick (data privacy)

Volumetric physician targeting with focus on all brand A prescriptions

2 Patients on brand A, which has multiple indications → Machine Learning → Patients with indication #1 on brand A / Patients with indication #2 on brand A

Patient profile enhancement: split by indication to focus on indication #1 patients

3 IQVIA Patient Population

Smart Targeting for support of product launch with:
1) Volumetric physician targeting to find the right physicians, enhanced with
2) Patient dimension to find the right patients, provided in
3) An AI/ML-driven technology solution to gain insights on the population

UNITED KINGDOM

Evolving customer segmentation and profiling to better serve HCPs in a more digital and dynamic world

Background

- Post-COVID, HCPs may show an ongoing increased preference for digital detailing and remote engagement
- Client would like to revise the segmentation and targeting approach to reflect this context and to utilize a standardized and automated approach to unlock potential of scale and be truly customer-centric

Solution

- IQVIA leveraged its holistic profiling and segmentation approach to ensure that high potential HCPs enjoy quality engagements through the right balance of remote and F2F channels, using preferred digital platforms and the use of personalized content
- IQVIA leveraged its omni-data richness and AI/ML capabilities, integrated with client's internal activity data and rep profiling to develop digital footprint and HCP-level channel preference insights

Results and impact

- IQVIA created a multi-dimensional HCP segmentation at nominative level, including commercial relevance, digital and omni-channel preference, and behavioral personas driving content and services
- IQVIA extrapolated results to the customer universe to assess profitable coverage of new targets
- IQVIA mapped key promotional content, profiling of channel capabilities, matching the right message to the right channel, and defined personalized customer engagement strategies by profile/persona

Persona 1 — (S) Product-attribute driven, high safety concern

Persona 2 — (V) Treatment-volume driven, focused on high patient volume

Persona 3 — (P) Patient-dedicated, focused on patient experience