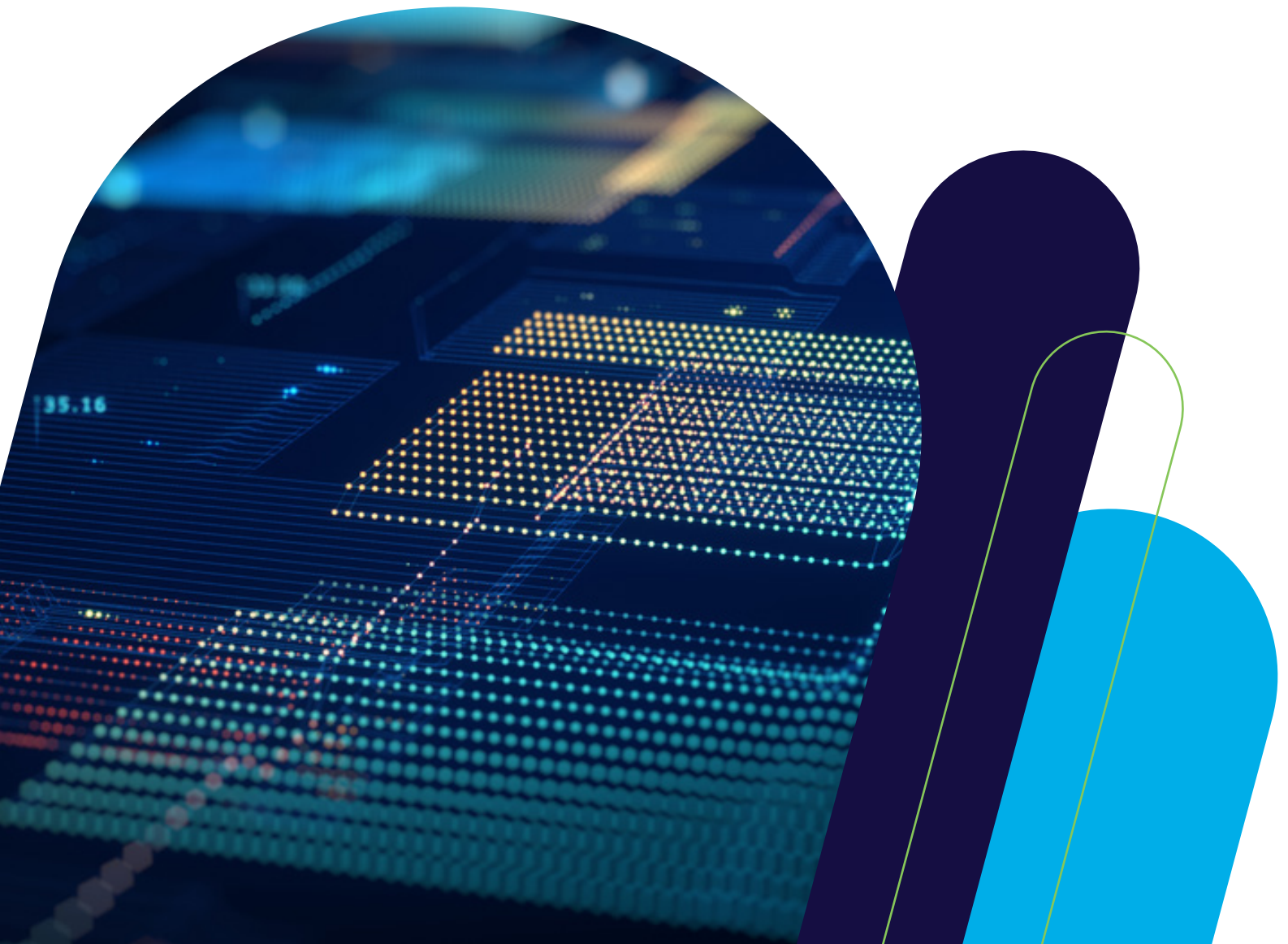


Insight Brief

# Phased Progress: Data Bridging as a Strategic Maturation Approach to MDM



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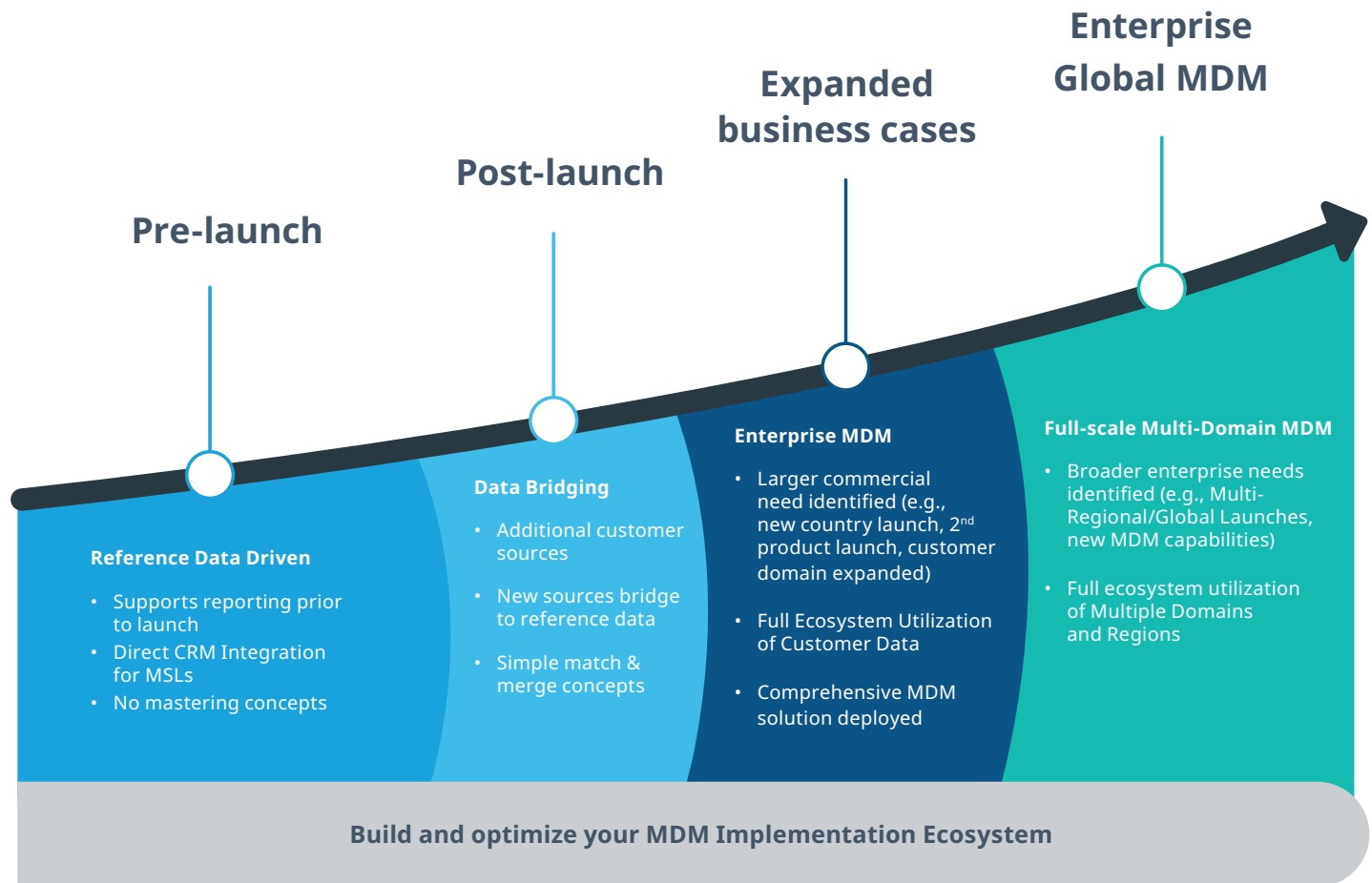
In today's extremely competitive biopharma market, even the most promising products and brands can falter if they are not built on foundations of reliable data. Insights derived from the analysis of faulty or incomplete data can result in costly business decisions that, at the extreme, could even mean the difference between success and failure. Additionally, as the need for unique sources and types of data expands, effective integration of fragmented data becomes more complex, and maintaining a reliable centralized source of data across departments becomes more difficult.

Ultimately, leaders aspire to implement a comprehensive, enterprise-wide, master data management (MDM) solution. However, creation and management of a full MDM solution is a difficult and complex undertaking that typically requires a team of highly skilled personnel not only to implement, but also to consistently maintain and update. The expense and upkeep can pose a significant barrier to entry for new products, especially for precommercial development and emerging biopharma companies (EBPs) trying to navigate pre-launch go-to-market roadmaps.

## A strategy to progress

Fortunately, for EBP and pharma companies that may not be able to prioritize implementation of full-scale MDM, there is a proven strategy for accessing the high quality data needed to bring a precommercial product to market. At IQVIA, we call this strategy data bridging, and it serves as an effective solution until companies reach a point where a complete MDM solution is plausible and necessary. This strategy incorporates a phased approach in which the company's data technology and IT infrastructure matures and is scaled up through pre-launch, launch and post-launch stages. This strategy aligns the investment towards full MDM with the progress and growth of the organization.

# Moving through the MDM Integration Maturity Stages



## Leveraging reference data in the pre-launch stage

For companies in the pre-launch stage that are not ready to launch a comprehensive MDM solution, a viable alternative is to leverage a flexible matching utility to compare data sets from disparate sources to a large, reputable reference database, like [IQVIA's OneKey](#), or an existing data universe. Quality reference data enables users to identify commonalities and discrepancies, fill in data gaps, update changes, and generally clean up inaccuracies to output the unified view required for proper analysis and informed decision-making.

A reliable reference data source, like [OneKey](#), can be thought of as a baseline source of truth and the central hub of a wheel with the spokes representing the various tactics of a multifaceted data bridging strategy to connect and unify various data source. With some knowledge and creativity, a properly leveraged data bridging strategy can deliver a variety of valuable business functions, e.g., enabling insights across a broader set of transaction data, identifying data quality issues such as duplicates, rapidly integrate siloed or purchased 3rd party data.

## Maintaining accurate, up-to-date, and unified profiles

Various departments within an organization require different types of data and may gather and organize their data using different methods and tools. From spreadsheets to CRM or ERP applications, the end result is often siloed data sets containing inconsistent information. Additionally, a source of data can become stale, inaccurate, and virtually obsolete very quickly if there is no mechanism for updating the information to reflect the current reality. In other words, people and organizations are not static; they change often, and if data sources can't keep up with those changes, they lose their value within a matter of weeks or even days.

A data bridging system, like the solution IQVIA offers, can leverage robust daily refreshing schedules to ensure data is accurate, current, and complete. With access to the highest quality data as a baseline, organizations can make decisions with confidence knowing their data is dependable and consistently unified across departments.

With simple implementation and flexible self-service features, Data Bridging is an excellent alternative when organizations are not able or ready to implement a full MDM system.

Data Bridging offers a means to analyze existing internal or third-party data sources for quality, accuracy, and relevance to your intended use. Frequently, data source profiling is used when a project requires data from a new source that needs to be reviewed and validated. A thorough data profiling process will include an analysis of the structure or framework in which the data is organized; the actual content or values contained within the structure; and the relationships between the data that can provide insights and actionable intelligence.

Data Bridging can also be applied to eliminate data duplication within a source. Merging or eliminating redundant duplicate data keeps data files clean to maximize processing efficiency and minimize the possibility of errors, which could result in inaccurate business intelligence and decisions.



## Further key benefits of Data Bridging

A data bridging strategy should be flexible enough to be customized for a host of important tasks. These may include comparing two or more data sets such as customer and prospect lists in order to reveal sales and marketing opportunities; identifying and correcting errors in internal data or third-party data; and/or supplementing existing data to produce a more complete record.

Bridge routines can be configured to match data in a variety of ways across multiple rulesets based on need, data set or type of entity. Whether being used for validation, enhancement or analysis, rules-based match routines are a highly efficient and streamlined method of leveraging a reference data file to support many business functions.

Data Bridging enables users to recognize or create connections or affiliation links between entities in a data set. It can also be leveraged to execute multi-pass matching at varying levels to map the hierarchy of payers and optimize outreach, engagement, reimbursement and more.

## Why use IQVIA's reference data, OneKey, and Data Bridging together



**Support for both rule-based and Machine Learning matching that is configurable by business analysts**



**Dedicated stewardship user-interface for manual matching**



**Turnkey bridge templates in core life sciences domains with built-in structured business rules**



**Domain agnostic, supporting matching for any entity type**



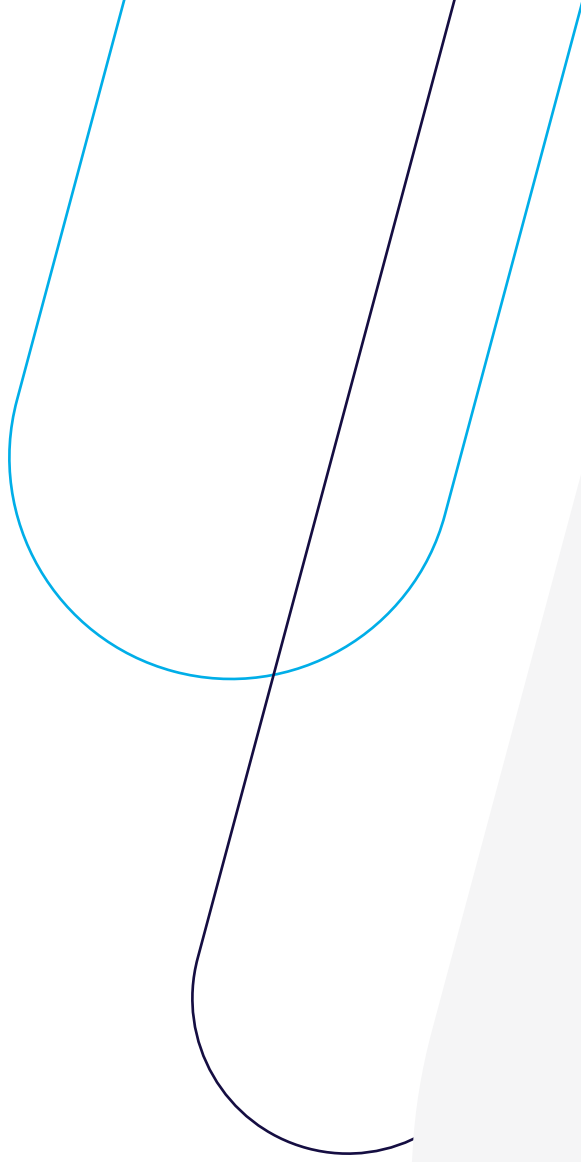
**Conformed dimension capabilities for survivorship rule definition and gold record creation**

## In summary

For established biopharma companies with large budgets and expert IT resources, investment in a comprehensive master data management solution is a primary industry best practice. However, for EBPs and

pharma organizations who are devoting their resources to other pressing matters, leveraging high quality reference data and strategic data bridging for a wide range of mission critical functions and can serve as an effective and affordable strategic alternative to full MDM implementation.

**To learn more about how IQVIA Data Bridging can help your organization connect data silos, contact us at [iqvia.com/eim](https://iqvia.com/eim)**



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