# Information Management:
## The Key to Commercial Success in Pharma

*Find out how pharmaceutical companies can gain a competitive advantage during product launches, commercialization, and beyond.*

**IQVIA**

## Introduction

A key challenge for many pharmaceutical companies today is too much data. Data is too complex, too expensive, too disparate or just not comparable, and analytics are either hard to access or they are simply getting too few insights from what they have.

Pharma companies, especially in the pre-launch phase, need to get business value from raw data, quickly and accurately. The COVID-19 pandemic has only accelerated the problem.

Data management technologies involved in the process, should benefit the end users: the people who must generate KPIs and analyze the data supporting the business to maximize return on investment and plan their commercialization strategies.

Technology must also factor in the layers of business users that all have distinct needs for insights and reporting.

With this in mind, IQVIA has set out to address these common industry challenges and to demonstrate how bringing better data, better data warehousing, data management, data governance and stewardship, and improved dashboard reporting together, can keep companies on the right track and ahead of the competition.

**Read more to learn how better data management can impact your organization.**

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# Information Management Strategy

> *Good IM is often the unsung hero of a company's commercial success; it can be the difference between successful and mediocre sales.*

## The importance of a strong IM strategy

After expensive clinical trials and rigorous FDA approval processes, all pharmaceutical companies hope to achieve success during the launch and throughout the lifecycle of their product.
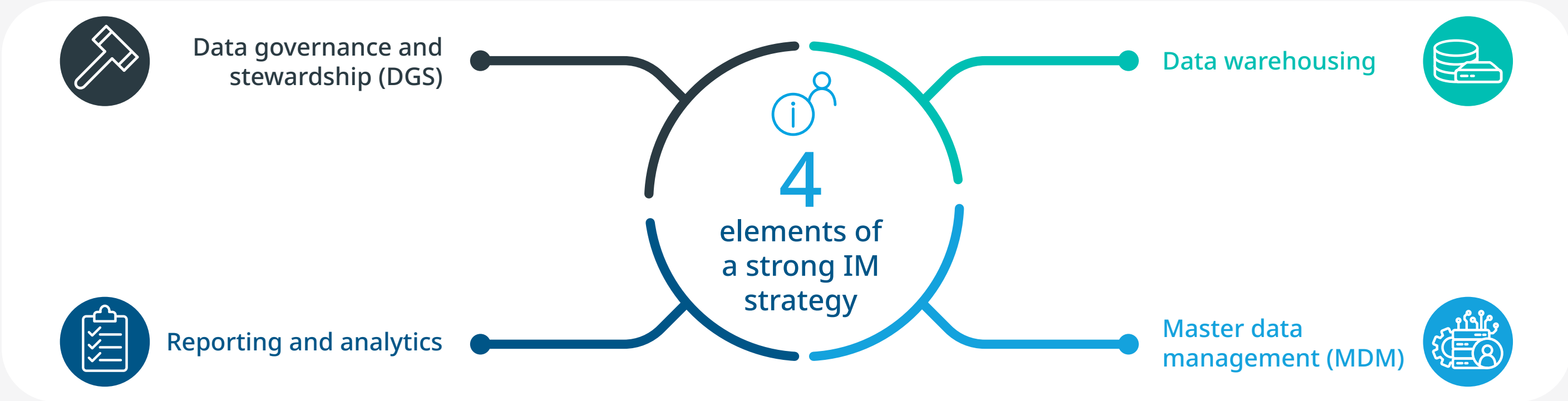
During the pre-launch period, pharma companies are racing the clock, trying to increase their chances of success. They spend several years prior to launch figuring out the size of the market, gathering claims and procedures data, identifying opinion leaders, hiring medical science liaisons,

and educating healthcare providers (HCPs), among other activities. Data feeds into all of these efforts.

Having the right technology to gather, integrate, and analyze all of the available data assets and make the best decisions for their commercial strategy is known as information management (IM). It's key for all pharma companies, but especially emerging biopharma companies (EBPs), who drive a large portion of innovation

and development in the life sciences industry, but work with a much tighter budget than established pharma companies.

Good IM is often the unsung hero of a company's commercial success; it can be the difference between successful and mediocre sales. Unless companies have the right data, cleansed and in one repository, sales and marketing won't perform well as they could.

Data governance and stewardship (DGS)

Data warehousing

**4**
elements of a strong IM strategy

Reporting and analytics

Master data management (MDM)

# Information Management should be a partnership

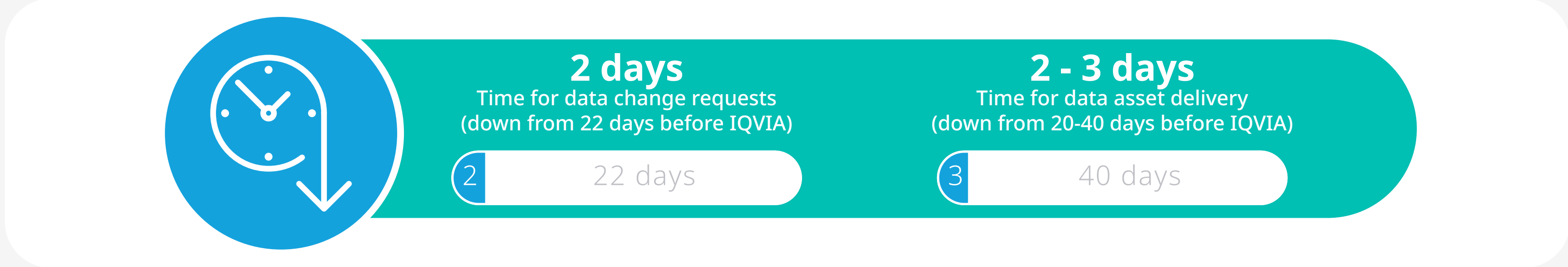## The right IM partner saves organizations both time and money

Pharma companies need to move quickly from clinical trials to shipping their product because they have a patent cliff, so systems that can save time will create a huge advantage. Traditionally, companies work with one vendor to sell data, another to integrate it, and yet another to analyze it. Each of these handoffs only adds time to the already lengthy process, and some companies do not have the luxury for allocating that much time.

IQVIA can handle all of the end-to-end data management so that the client only needs to manage one vendor. IQVIA also brings deep experience and credibility in the pharmaceutical data space. EBPs are usually short-staffed, with their employees playing multiple roles within the organization. These organizations especially need a vendor who can be a true partner and advisor; one who speaks their language and knows how to make them successful.

**25%**

*Estimated savings on vendor management when companies work with one vendor.*

**2 days**
Time for data change requests
(down from 22 days before IQVIA)

2 | 22 days

**2 - 3 days**
Time for data asset delivery
(down from 20-40 days before IQVIA)

3 | 40 days

# Data warehousing

## Data warehousing should be the first piece of a pharma company's IM strategy.

Without data warehousing, companies will have a huge amount of data, but struggle to gather insights from them.

Commercial operations within pharma companies gather information across multiple sources to try to understand everything about their business, operations, market, clients, and beyond. These sets of industry data are complex and often arrive in different formats, so it can be challenging for companies to properly integrate and manage them.

The key to understanding all aspects of the market during pre-launch, but also during commercial activities during other parts of the product lifecycle, is a consistent, integrated view of the data. If pharma companies don't integrate data properly, they'll get multiple, conflicting views of the market and they won't know which dataset to use when making decisions.

A data warehouse gives pharma companies the data to enable data-driven decisions in multiple parts of the business, such as market assessment, planning, and modeling. It also saves time, giving companies as close to real-time data as possible.

# Data warehousing

## Data lakes, data warehouses, and analytic data marts

| | |
|---|---|
| **DATA LAKE** | A data lake is a generic term meaning one location for pharma companies to put all of their raw, unfiltered data so they can analyze them at will. But data lakes don't standardize the data, so pharma companies will still need to implement standardization processes to sort through the complexity. |
| **DATA WAREHOUSE** | A data warehouse creates a formal, standardized integration of data assets so that when users look at the data, they can get a consistent, repeatable version of the truth. It's a centralized system that prevents different functions from dealing with data in silos. |
| **ANALYTIC DATA MART** | If pharma companies want to take data warehousing one step further and get fast, effective analytics, they should also consider an analytic data mart. An analytic data mart allows pharma companies to automate complex analyses and standardize specific, complex business rules that may be unique to one use case or one market. |
| **DATA WRANGLING** | Many companies have invested in a data lake, thinking it will accomplish their data wrangling goals. (Data wrangling means cleaning, structuring, and enriching raw data into a desired format.) But many are coming to realize that they also need a data warehouse and an analytic data mart as part of their architecture.<br><br>Throughout the nearly 400 pharmaceutical product launches that IQVIA has participated in, we've observed the need for all three data warehousing solutions for clients who desire to get as close to real-time analytics as possible. |

# Data warehousing

Many pharma companies aren't satisfied with how their IT departments manage data and feel that they aren't getting access to information as fast as they could.

IQVIA partners with pharma companies on their data warehousing solutions and brings simplicity, speed, and deep life sciences industry expertise.

Why work with IQVIA for data warehousing?
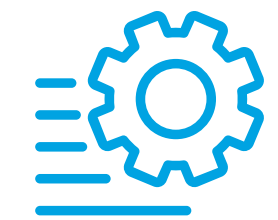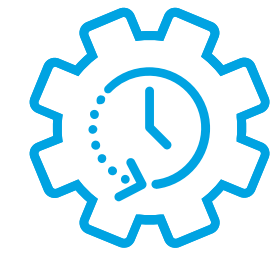
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IQVIA begins with a discovery process to learn about the client's data needs and goals, and what information, tools, and technologies they have at their disposal.

With our knowledge of data and the pharmaceutical industry, we take the complexity out of bringing data together. IQVIA can scale our data warehousing offerings up or down, depending on the individual client's budget. We help our clients evolve their data platforms as their business needs evolve, and our experts provide tailored recommendations on all decisions that need to be made.

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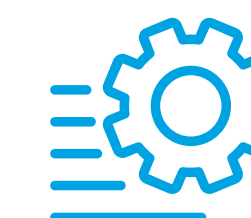
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## Why work with IQVIA for data warehousing?

All pharma companies, but EBPs in particular, need timely access to information, and it's critical to have an agile partner who can support them. It's not uncommon for internal IT departments to need more time to build a data warehousing system than the EBP has before the launch. When pharma companies work with IQVIA, they can receive their first deliverable within just a few days.
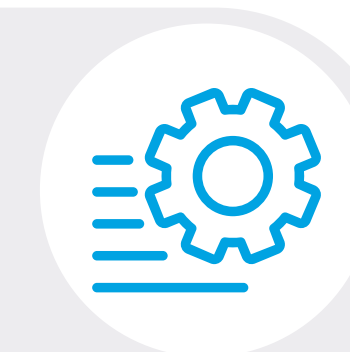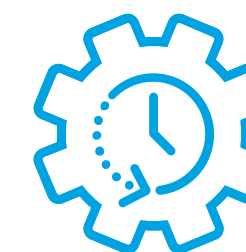
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## Why work with IQVIA for data warehousing?

**PRE LAUNCH**

For pre-launch companies, the implementation of the technology is actually more important than the technology itself. Whichever data warehousing technology a pharma company chooses, IQVIA is their partner in implementing it. We approach IM with the end goal in mind, knowing that we can enable the company with fast access to high-quality information that meets their business needs. Additionally, we can flex with our clients if and when those needs change.
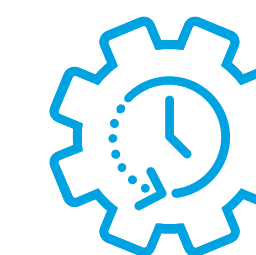
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**POST LAUNCH**

Post-launch, companies are focused on commercialization and maximizing sales before they hit the patent cliff. As soon as the launch is complete, IQVIA can quickly stand up an analytic data mart and start getting the company the insights they need.
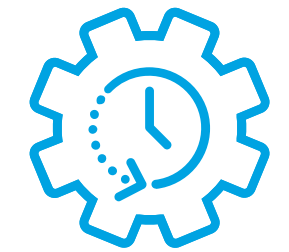
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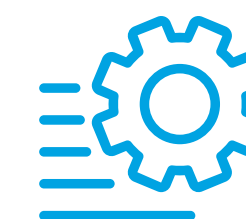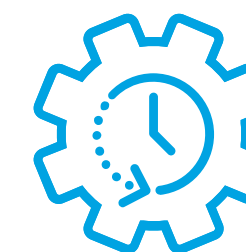
IQVIA works in all aspects of IT operations, commercial operations, and clinical operations; we understand how data are used throughout the entire product lifecycle. We create platforms that build data, manage data, and do analytics for the entire pharmaceutical industry. We know the pain points users are likely to run into, and we have different data warehouses to meet clients' needs in different parts of the product lifecycle.

Our goal is always to manage data in a way that helps our clients get more value out of their investment. We invest in our own expertise; we function as one team at IQVIA. If our consultants run into a question they can't answer, they can bring in a colleague who's a true expert on any piece of data in the industry, no matter how niche.

# Master data management

A pharma company is only as valuable as their data assets and their ability to use those data.

**CHOOSE AN MDM SOLUTION THAT CAN SCALE WITH YOUR BUSINESS**

The role of a master data management (MDM) platform is to provide a standardized, single view of each patient and customer — healthcare organization (HCO), HCP, and insurer — to the rest of the enterprise. For EBPs launching drugs for rare diseases (that will likely only to be used by a small number of patients), accurate customer and patient data are especially important.

The decision to invest in an MDM platform is a decision to consciously produce high-quality data. It will never pay off to take shortcuts on the technology or people surrounding data management; doing so will just create problems that will be expensive and time-consuming to fix later.

As with data warehousing, it's very important to choose an MDM solution that's not just functional for pre-launch, but that will scale with the business at all points of the product lifecycle.

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Among other benefits, the right MDM platform will:

**NOTE:** *Click all green links or green buttons to reveal more information*

The right MDM platform will…

# Master data management

Among other benefits, the right MDM platform will:

**ESTIMATE THE NUMBER OF CUSTOMERS TO
TARGET AND THE NUMBER OF REPS TO STAFF**

The right
MDM platform
will...

# Master data management

Among other benefits, the right MDM platform will:

**The right MDM platform will...**

**MAKE SURE SUPPLY CHAIN SENDS PRODUCT TO THE RIGHT PLACE**

# Master data management

Among other benefits, the right MDM platform will:



The right MDM platform will...

**ACCURATELY TRACK PROMOTIONAL MATERIALS IN THE CRM**

# Master data management

Among other benefits, the right MDM platform will:

The right MDM platform will...
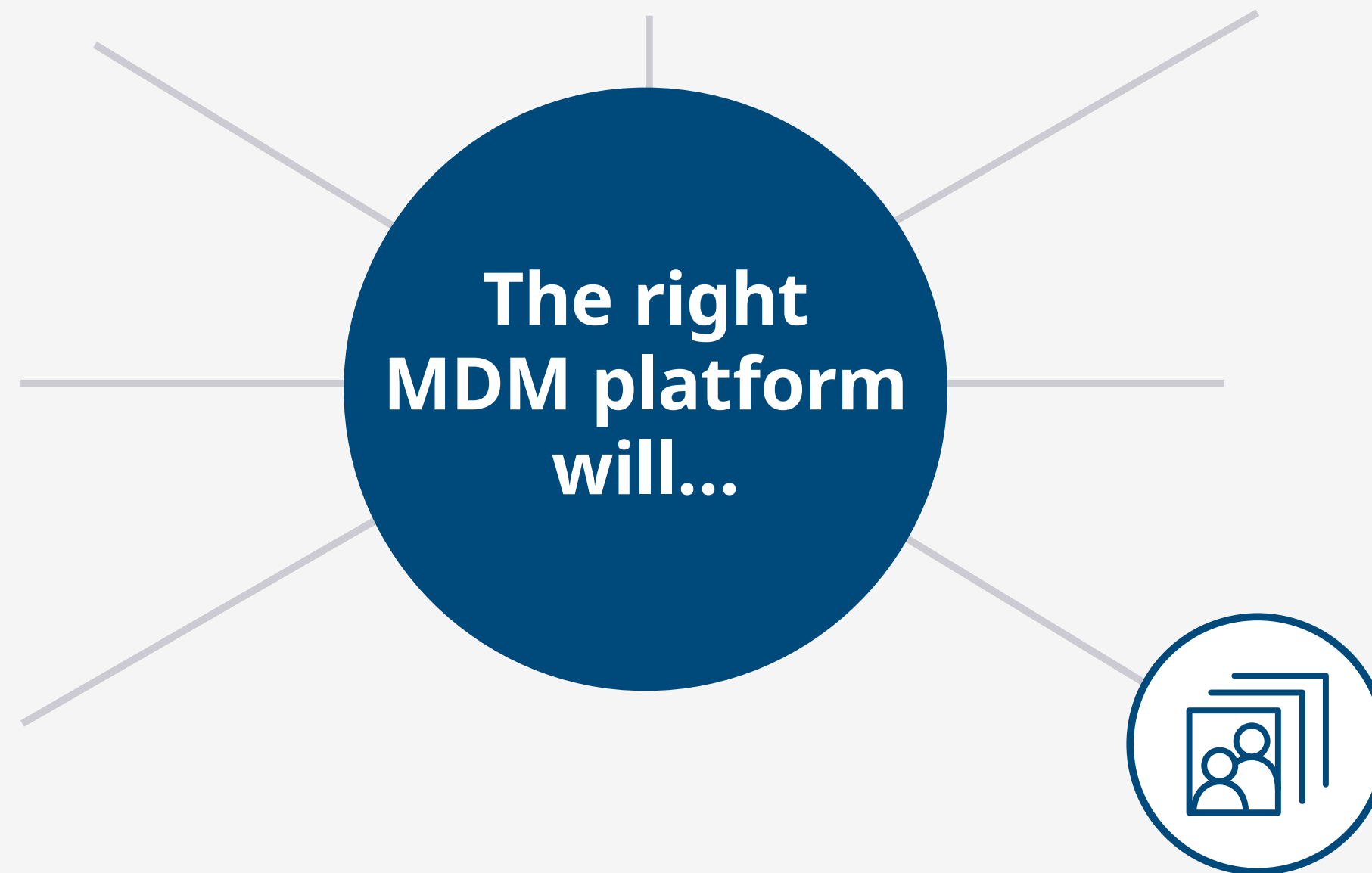
**IDENTIFY 340B CUSTOMERS TO PREVENT DUPLICATE DISCOUNTS**

# Master data management

Among other benefits, the right MDM platform will:



The right
MDM platform
will...

DELIVER TRANSPARENT
REPORTING TO THE GOVERNMENT

# Master data management

Among other benefits, the right MDM platform will:

MAKE SURE SALES REPS'
INCENTIVE COMPENSATION
IS ACCURATE

**The right MDM platform will...**

# Master data management

Among other benefits, the right MDM platform will:

**REMOVE DUPLICATE DATA**

**The right MDM platform will...**

# Master data management

## Why work with IQVIA for master data management?

**IQVIA partners with our clients to envision solutions together. We'll deliver an MDM platform that's tailored precisely to each pharma company's needs, whether precommercial or large and established.**

In addition, with our MDM platform, pharma companies can keep their customer data private, which can be a competitive advantage.

We bring high-touch client service, speed and agility, a pharmaceutical industry focus, and the best technology to our clients.

## High-touch client service

IQVIA has a proven methodology for the process of building an MDM platform. In building the platform, our experienced consultants know the questions to ask and the potential pitfalls to watch out for so they can help clients navigate areas where our competitors might fall short.

The project lead is an MDM subject matter expert who is the client's single point of contact. That project lead manages the development team doing the deployment. That consultant is not only onshore, but in the client's time zone — and when possible, they come onsite to work with clients in person.

Some clients choose to have monthly or weekly update meetings to touch base about how the engagement is going. The IQVIA sales team stays engaged to make sure what was promised during the sales cycle gets delivered.

# Master data management

## Why work with IQVIA for master data management?

### Speed and agility

We exist to be the expert in data management so the client can be the expert in launching and commercializing their drug.

Clients aren't forced to use IQVIA data in our MDM platform; if clients want to use another data vendor, we can put those data into our systems as well. But while pharma companies can use data from any source in an IQVIA MDM system, using IQVIA data will help pharma companies move faster and be more agile. When our people manage our data and we don't have to wait for signatures to grant access, there will be no bottlenecks. Using IQVIA for holistic IM solutions means that all of our team members work together to remove the administrative burden from the client.

As an added behefit, EBP clients won't have to manage multiple vendors during an unpredictable journey to launch. Whether a pharma company has to delay a launch or if they get accelerated FDA approval, IQVIA can be flexible.

**Speed and agility**

# Master data management

## Why work with IQVIA for master data management?

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## Pharmaceutical industry focus

IQVIA specializes in life sciences, while other MDM platform providers serve clients across industries. This means we can give recommendations on how to improve the client's business based on what we've seen in the pharmaceutical industry. Because of our industry expertise and ability to stand up an MDM platform that's tailored to companies' needs, our clients automatically get a head start on the competition when they work with IQVIA.

**Pharmaceutical industry focus**

# Master data management

## Why work with IQVIA for master data management?

### The best technology

Most competing MDM implementors choose the technology behind the platform and require the client to use it. However, when clients work with IQVIA, IQVIA's flexibility allows clients to choose their own technology, especially if it's technology they've already invested in, and guarantee that our MDM will be compatible with it.

If IQVIA does pick the technology for our client, we always go with best-of-breed. And if the definition of best of breed changes, IQVIA will work with you to provide options for continuing to evolve your MDM installation to keep current. As a result, the pharma company gets better prices and all the benefits of the best technology, without being locked into a contract. But if the client prefers to keep a previous tech vendor, they can. We'll keep servicing it.

**The best technology**

# Governance and stewardship

**Governance and stewardship (G&S) services aligns external and internal data sources, reconcile complex and specialized datasets, and ensures datasets are as clean as they can be from the point of entry.**

It's the business process solution for technology solutions like data warehouses and MDM platforms. As pharma companies upgrade their existing platforms or implement new data management systems, G&S makes the operations of that data part of the solution.

G&S is a strategic service for any company. Data oversight and management is critical for any organization focused on treating their customer data as a critical business asset.

Within the life sciences space, clean data is extremely important as it drives business functions across several pharmaceutical business areas (sales and marketing, compliance, medical affairs, managed markets, etc.).

**WHY WORK WITH IQVIA FOR GOVERNANCE AND STEWARDSHIP?**
IQVIA works with clients to help identify where they're at in their G&S maturity lifecycle and builds a roadmap for where they need to be. We work independently or with the client's tech teams to ensure data quality, and we make recommendations for improving the data to meet business goals such as a successful product launch. IQVIA's G&S team helps clients be more proactive than reactive with G&S, but they're also ready to answer the call whenever there's a problem with data accuracy.
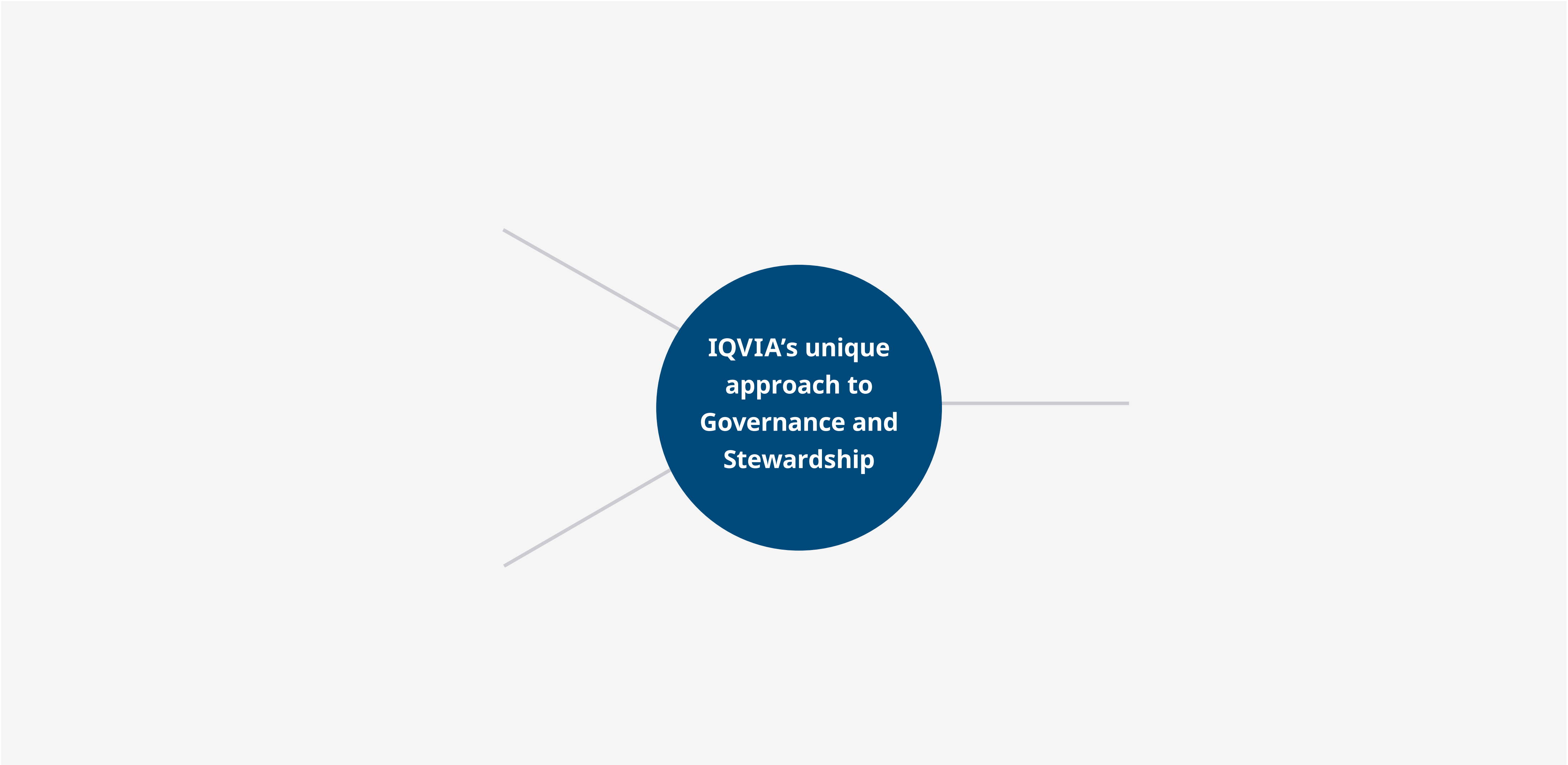
Most of the time, our G&S teams service a technology that's already in place. When a pharma company transitions from their existing stewardship team to our stewardship team, we ensure that change management is part of the implementation. We fully train and onboard our G&S teams so they'll be ready to start delivering value from the first day.

When a pharma company is working with IQVIA as their data warehouse and MDM vendor, it's easy to add G&S as a layer on top of the other services. But we also provide G&S services to clients who don't have an IQVIA data warehouse or MDM

platform; our offerings are modular and flexible, and depending on the client's needs, they can increase or decrease the amount of support we provide. But as with data warehousing and MDM, our services are technology "agnostic."

Our consultants aim to alleviate the pressure of data governance for our clients. We continuously look for areas to enhance their processes and reduce time-to-insights. We bring continuous documentation, access to OneKey data assets, and high-touch consultants to our clients.

# Governance and stewardship

IQVIA's unique approach to Governance and Stewardship

# Governance and stewardship

**CONTINUOUS DOCUMENTATION**

Documentation of operations is an important part of G&S services that pharma companies have a hard time staying on top of. When you work with IQVIA for G&S, we audit the existing documentation and rewrite anything that needs to be fixed, then revisit it at least once a year to make sure all documentation stays up to date as processes change.
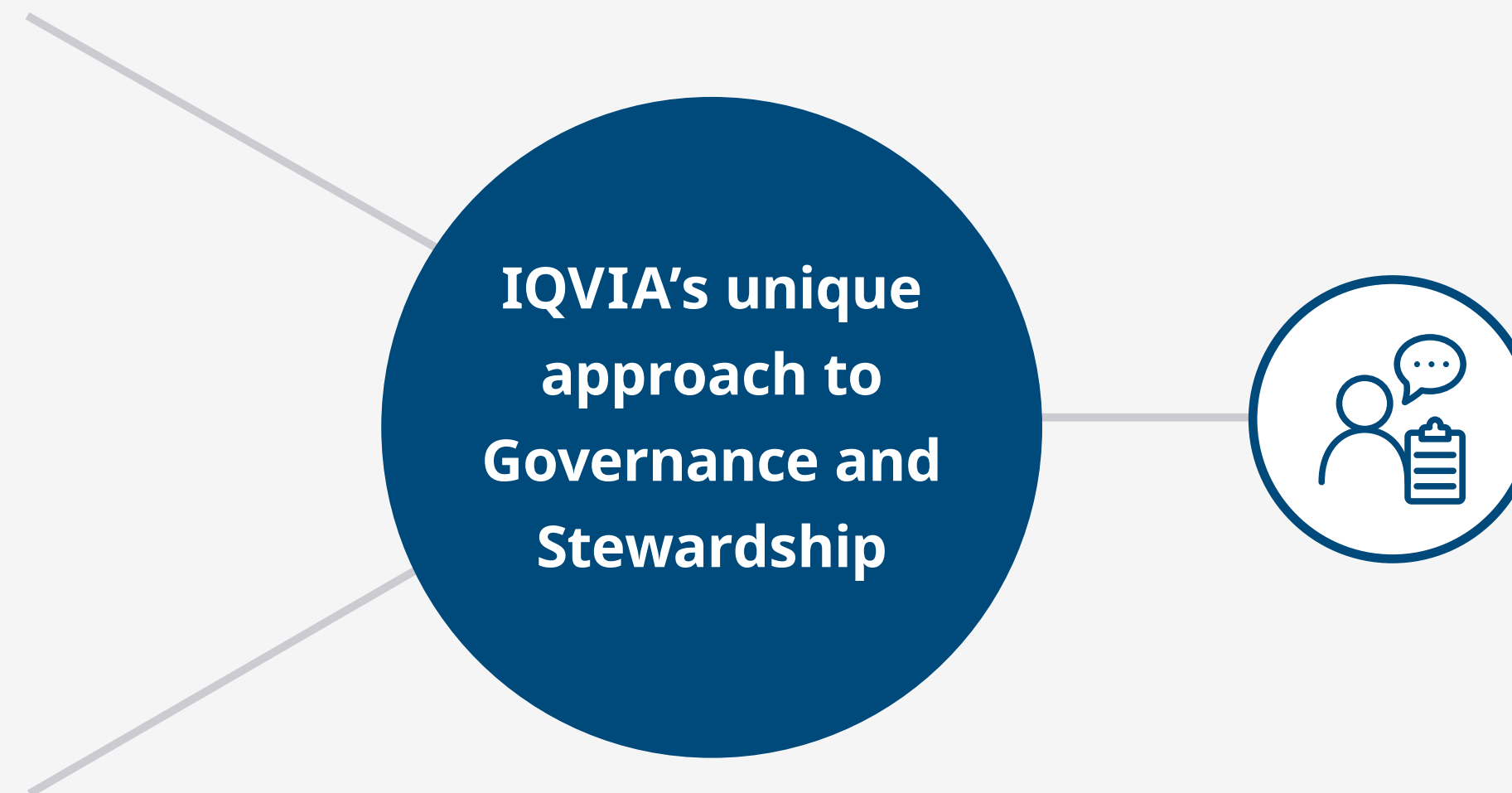
**IQVIA's unique approach to Governance and Stewardship**

# Governance and stewardship

**ACCESS TO ONEKEY DATA ASSETS**

Pharma companies working with IQVIA for G&S in many cases are leveraging OneKey healthcare reference data to support their business. However, IQVIA G&S services are completely "data and technology agnostic;" the COE will provide data management services across many different technology platforms as well as reference datasets. The differentiator for clients using OneKey as their source for HCP and HCO reference data is the ability to leverage IQVIA's Primary Research team for comprehensive data validations. The Primary Research team provides a robust process for reviewing and validating HCP, HCO, and Affiliation Data Change Requests and to process all approved requests into the OneKey dataset keeping that reference data timely and accurate.

**IQVIA's unique approach to Governance and Stewardship**

# Governance and stewardship

IQVIA's unique approach to Governance and Stewardship

**HIGH-TOUCH CONSULTANTS**
IQVIA teams are hands-on with clients, helping them resolve the data challenges they're having. Everyone at IQVIA has deep pharmaceutical industry experience, which means our consultants bring experiential knowledge and insight into emerging challenges, so we can help our clients be more proactive than reactive.

# Reporting and analytics

Many companies' biggest pain point around data is that they can't easily draw out the meaningful insights from all of their data. Because of this, they spend more time processing and mining the data rather than analyzing the important information and refining their strategy.

Reporting and analytics surfaces all of the information being gathered, processed, and analyzed, and makes it available in a format that stakeholders can use. Data visualizations bring out the key performance indicators (KPIs) that align the data to company strategy and enable the data to support business operations.

With the right partner, so much of reporting and analytics can be automated. That way, companies can stop using internal resources to create reports manually and free those people up to spend their time on activities that add more value to the business.

# Reporting and analytics

## Why work with IQVIA for reporting and analytics?

Even if a pharma company has a strong IT organization, handing reporting and analytics off to IQVIA allows the company to leverage the aggregated expertise of hundreds of other organizations who have addressed similar challenges — especially if we already host other parts of the IM solution.

*The advantages of using IQVIA for reporting and analytics*

IQVIA gives clients simple, out-of-the-box ways to summarize complex information and leverage best practices from across the industry. We put operational processes into place to design dashboards that help the company scale throughout all stages of the product life cycle, including:

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*Listing and categorizing supporting data sources*

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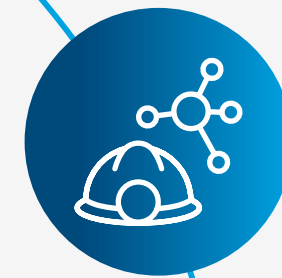*Recommending best practices for how to use the data*

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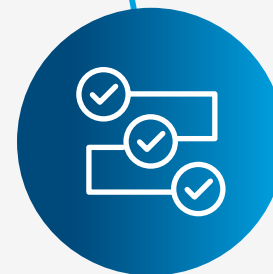*Recommend visuals and navigation for optimal impact*

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*Defining the business KPIs that the dashboard measures*

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*Creating alerts to allow for easier identification of key market events*

# Reporting and analytics

**THE RIGHT TEAM CAN PRO-ACTIVELY ALIGN INSIGHTS WITH BUSINESS STRATEGY**

While it is common to have teams roll off a project post implementation, the IQVIA model keeps the same IQVIA team members who built the dashboard involved, not just to answer questions reactively, but to proactively look into the data and point out actionable insights that align with the business strategy. During quarterly business reviews with our clients, we suggest areas where we could create operational efficiencies and provide an opportunity for the client to give feedback. We also come prepared with knowledge of what's happening in the client's business and where they're investing, and offer recommendations on how to align their reporting analytics solutions with their business needs.

Like the other IM solutions, IQVIA offers reporting and analytics on its own or alongside other offerings. We bring faster access to insights and thought leadership to our clients.

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Increasingly, companies are seeking near-real-time access to data and insights — especially those in the rare diseases and the Emerging BioPharma space focused on specialty markets. If the client sources the data themselves and their analysts process it, the time-to-insights can be five times longer than if they came to IQVIA. Our combination of experienced teams and industry leading technology allows for unmatched report performance, in many cases allowing for querying of billions of data records in only a few seconds.

We give clients the tools to understand their data from day one; IQVIA's engagement team provides the customer with near-immediate access to their data while, in parallel, working with the customer to refine their dashboards to meet their specific needs of the business. That way, they can start making requests to us by the time we're in the dashboard build process. In addition, we also standardize the reporting visuals for maximum ease of understanding.

# Reporting and analytics

**THE RIGHT TEAM CAN PRO-ACTIVELY ALIGN INSIGHTS WITH BUSINESS STRATEGY**

While it is common to have teams roll off a project post implementation, the IQVIA model keeps the same IQVIA team members who built the dashboard involved, not just to answer questions reactively, but to proactively look into the data and point out actionable insights that align with the business strategy. During quarterly business reviews with our clients, we suggest areas where we could create operational efficiencies and provide an opportunity for the client to give feedback. We also come prepared with knowledge of what's happening in the client's business and where they're investing, and offer recommendations on how to align their reporting analytics solutions with their business needs.

Like the other IM solutions, IQVIA offers reporting and analytics on its own or alongside other offerings. We bring faster access to insights and thought leadership to our clients.

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IQVIA serves as an advisor to the pharma company; we don't just deliver dashboards and walk away, but instead, we help the client understand what the data means and make recommendations for actions the client might potentially take. Because IQVIA consultants all have pharma industry expertise, they can find insights within the data that aren't easily accessible.

If the consultant doesn't have the specific therapeutic area knowledge that's needed, they will have access to other groups within our organization. We'll always be able to find an expert, no matter how niche the subject matter.

## Conclusion

An investment into IM isn't just for meeting immediate priorities, but for a successful use of data over the long term. IQVIA offers IM solutions that pharma companies can use beginning pre-launch and throughout the product lifecycle.

IQVIA's IM offerings are modular by design, so companies can choose which ones best suit their needs, or invest in the entire integrated solution, which will lower their total cost of ownership. The solutions are also scalable, so companies can start with a small spend and add pieces over time.

In addition, when companies work with IQVIA, they get to keep their existing technology. IQVIA's IM offerings are able to integrate with other technology solutions that our clients have invested in.

IQVIA is the trusted partner that pharma companies of all sizes turn to for support and expertise on IM.  To learn more, contact us.

# Glossary of information management terms

## Analytic data mart

An analytic data mart allows pharma companies to automate complex analysis and standardize specific, complex business rules that may be unique to one use case or one market.

## Customer data

Data on HCOs, HCPs, insurers, and other pharmaceutical industry customers.

## Data lake

A data lake is one location for pharma companies to put all of their raw, unfiltered data so they can analyze them at will. A data lake does not integrate or standardize data.

## Data visualization

Data visualization is the process of creating a graphical representation of data, creating an efficient way of communicating complex data.

## Data warehouse

A data warehouse is a centralized repository that creates a formal, standardized integration of data assets. A data warehouse exists so that when users look at the data, they can get a consistent, repeatable version of the truth.

## Data wrangling

Data wrangling means cleaning, structuring, and enriching raw data into a desired format.

## Governance and stewardship

Governance and stewardship align external and internal data, reconcile complex and specialized datasets, and make sure the data are as clean as they can be from the point of entry. It's the business process solution for technology solutions like data warehouses and master data management platforms.

## Master data management

A master data management platform provides a standardized, single view of each patient and customer — HCO, HCP, and insurer — to the rest of the enterprise.