

IQVIA Nordics Patient Pathway Solution

Predict. Prioritize. Improve outcomes.

From reactive care to predictive pathways

Healthcare systems face growing pressure from chronic disease, inequality, and fragmented care. Significant health inequality, with up to 12 years difference in life expectancy, rising multimorbidity, and fragmented patient pathways across sectors demands a smarter, more proactive approach.



The **IQVIA Nordics Patient Pathway Solution** uses **AI and real-world data** to predict risk, optimize patient journeys, and support better decision making across healthcare sectors.

What we do

Patient Pathways is a structured analytical framework that combines real-world data with machine learning to support proactive and targeted healthcare interventions across general practice, hospitals, and municipal care — turning complexity into actionable insight.

At the core

The framework is built on three core analytical perspectives:

- 1 Risk prediction: identifying patients with elevated risk of acute readmission
- 2 Patient flow analysis: mapping cross-sector transitions before and after acute events
- 3 Patient archetypes: grouping patients with similar clinical and behavioral profiles

How it works

Predict risk



AI models assess socio economic factors, medical history, and treatment patterns to flag high risk patients early.

Understand pathways



Archetype analysis groups patients with similar clinical and behavioral profiles — enabling targeted action.

Segment patients



End-to-end analysis of patient flow reveals where transitions break down and outcomes suffer.

Act on insight



A prioritized **solution catalogue** translates findings into concrete initiatives, from discharge optimization to cross sector coordination. Each initiative can be prioritized based on expected impact, feasibility, and resource requirements.

The value

Better care



- Earlier identification of high risk patients
- Improved patient safety and continuity of care
- More coherent and equitable patient pathways

Smarter resource use



- Fewer avoidable acute readmissions
- Better prioritization of clinical capacity
- Decision support for healthcare leadership and clinicians



Built for real-world healthcare

- AI supports — not replaces — clinical expertise
- Human in the loop by design
- Transparent, trustworthy, and scalable
- Focused on intelligent resource use, not “black box” solutions

From Pilot to Scalable Solution

The Patient Pathway Solution is based on a Nordic collaboration between **Zealand University Hospital Nykøbing Falster**, **FIERS (Region Zealand’s fund for health innovation)**, **Novartis**, and **IQVIA**.

The project combined national registry data, machine-learning models, and clinical expertise to analyze end-to-end patient journeys, predict short-term readmission risk, and identify opportunities to optimize cross-sector care pathways. Learnings from this collaboration have been generalized into a scalable solution applicable across regions and disease areas.