



# RUSSIA

Consulting services

# IQVIA consulting covers broad range of services to bring best-in-class solutions to our clients



## Company, Portfolio & Brand Strategy

- Go-To-Market strategy (e.g. market expansion)
- Growth strategy & organizational design
- Portfolio prioritization & management
- Market & product potential assessment
- Launch strategy & product forecasting



## Due Diligence & Supply Integrity

- Commercial Due Diligence
- Target's search for out-licensing / in-licensing / acquisition / localization / etc.
- Partner's / investor's search
- Pharma & healthcare investment projects



## Multichannel marketing

- MCM strategy set-up
- MCM KPI framework setting & tracking
- Behavioral segmentation of physicians
  - Promo Mix modeling
  - Social media listening
- Digital Health strategy & roadmap



## Commercial Effectiveness

- Pharmacy / physician segmentation & targeting
- Sales Force recourse optimization (sizing & deployment)
- Coverage & call frequency analysis




# Contacts in IQVIA RUSSIA

## **Anastasia Kruglova**

*General Manager | Russia*


 [Anastasia.Kruglova@IQVIA.com](mailto:Anastasia.Kruglova@IQVIA.com)

 +7 903 291 59 84

## **Olga Makarova**

*Managing Principal | Russia*

 [Olga.Makarova@IQVIA.com](mailto:Olga.Makarova@IQVIA.com)

 +7 916 993 05 50