



# Clinical Services

*Partnering with the NHS to deliver improved patient outcomes*



# Who we are

IQVIA is a global healthcare data company with a strong presence in the UK and Ireland. We excel in using data, technology, advanced analytics, digital transformation, and clinical research to drive healthcare innovation and productivity, supporting the full system lifecycle.

IQVIA works across the entire healthcare ecosystem to support solution development and optimise patient care, with the ultimate goal of improving patient outcomes, our team work effectively together with:



-  **95% of NHS organisations** already use one or more of our services including costing, coding, benchmarking and data warehousing and our insights and feedback expertise is widespread across a range of healthcare systems
-  IQVIA is delivering consulting services powered by our own data — using clinical coding analytics, staff surveys, and PLICS data to pinpoint where **digital transformation can drive measurable impact**
-  IQVIA have delivered the **NHS National Staff Survey**, surveying over 940,000 people across the NHS Workforce in 2025
-  IQVIA specialises in de-risking our **clients' digital journeys** and supporting them with all elements of the system lifecycle
-  IQVIA is **delivering the Privacy Enhancing Technology (PET) for the NHS Federated Data Platform (FDP)** — the first use case in the NHS of a nationally assured and funded privacy tool to benefit all NHS organisations — ensuring the highest security standards for patient data management across the NHS
-  IQVIA provide **clinical support to over 50% of GP practices & PCNs** to enhance NHS capacity, optimise treatment, and identify patients
-  IQVIA is delivering over **20% of all UK commercial clinical trials** with over a third of all of our UK clinical trials targeting cancer and its causes

## Our team

We are a patient-centric organisation committed to improving patient experience and clinical outcomes across a broad range of therapy areas.

Working in close partnership with the NHS and Life Science organisations, we deliver meaningful, measurable impact at scale. As a trusted NHS provider, we deliver services across both primary and secondary care, giving us deep insight into local and system-wide priorities.

Our work is underpinned by insight-driven, end-to-end solutions, designed to support better health outcomes for patients.

## Clinical pharmacist and nurse-led services

Services designed to enhance patient experience and outcomes



**>400**

fully employed team of clinical pharmacists, nurses and phlebotomists



**>100**

hospitals partnered with IQVIA to deliver services



**100%**

ICB Footprint from individual practice support to ICB level

In 2025, over:



**700K** Patients were reviewed



**5.5K**

Infusions were delivered in hospital



**300K** Clinical days delivered across the UK



**600**

Blood samples home phlebotomy



Respiratory, including asthma, COPD and spirometry



Diabetes, blood glucose monitoring and continuous glucose monitoring



Cardiovascular, including heart failure, atrial fibrillation and lipid management



Neurology



Oncology



Rare disease management, disease prevalence improvement and Quality and Outcomes Framework (QOF) enhancement

IQVIA is a trusted provider of clinical services, partnering with the NHS and industry to improve outcomes for patients.

Through patient-centric services and digital solutions, our clinical teams deliver proactive care and enhanced patient experiences across a wide range of therapy areas.

## How we support

### Patient identification

Right patient, right treatment, right time

### Service implementation

Driving awareness and implementation of clinical services

### Digital solutions

Digital platforms to bring clinical guidelines to life

### Healthcare professionals (HCP) education

Supporting adoption of latest guidelines and learnings

### Patient education

Training on therapy, administration, and disease management

### Patient support programmes

Supporting patients' journey with their medicines

### Clinical trial recruitment

Improving access to new treatments across numerous clinical areas

### Patient audit reviews

Enabling clinicians to manage resource effectively



# Case study: Improving treatment utilisation and adherence to clinical guidelines in Asthma

## Background

An Integrated Care System (ICS) was interested in improving treatment utilisation and adherence to clinical guidelines amongst asthma patients at risk of poor clinical outcomes. Poor asthma control can adversely impact exacerbations, quality of life as well as unplanned primary care & hospital encounters.

## Solution



A Quality Improvement programme was implemented across 52 practices.



Reviews followed guidelines by the British Thoracic Society (BTS) and the National Institute for Health and Care Excellence (NICE).



IQVIA clinical pharmacists reviewed current symptom control using Asthma Control Test (ACT), discussed treatment regimen compliance and explored non-pharmacological support, such as smoking cessation, weight loss, exercise, respiratory hygiene etc.



Criteria used to prioritise asthma patients for review included:

- $\geq 6$  Short-Acting Beta-Agonists (SABAs) + Respiratory hospital admission +  $\geq 1$  course of oral steroids all in last 12m
- Receipt of single component Long-Acting Beta-Agonist (LABA) therapy.

## Results



**~18k**  
asthma patients were prioritised



**~16k**  
virtual clinical consultations were provided over 16 weeks



**~78%**  
of patients agreed or strongly agreed that speaking with a pharmacist helped them better use their asthma medications and inhalers



**61%**  
of patients received a pharmacological intervention



Compared to last 12m, there was a **345% (~5.7k)** increase in patients with a recorded Personal Asthma Action Plan (PAA)

## Future expansion



Building on the above success, IQVIA are now planning an ambitious roll-out of an asthma population health tool as part of the IQVIA Healthcare Analytics Network (IHAN), a primary care network covering many millions of patients.



This will enable precision targeting of poorly controlled asthma patients, post-intervention monitoring and ability to flag non-responsive and / or non-compliant patients for follow-up.

## Testimonials

"We have found this COPD service to be a valuable addition to our patient care offer, providing high-quality specialist input that complements our in-house clinical team. The reviews and recommendations provided are clear, clinically appropriate, and easy to integrate into ongoing patient management."

"The service supports us in identifying opportunities for optimisation in long-term condition management, particularly in respiratory care, and helps ensure patients receive up-to-date, guideline-based interventions. Communication is timely and effective, and recommendations are well-structured and actionable."

"Overall, this service enhances patient care, supports proactive management, and contributes positively to our clinical governance and quality improvement processes. We would be happy to continue working with and recommending this service."

*Practice Manager, Dudley Wood Surgery*

"I just wanted to express my and the Multiple Sclerosis Team's gratitude for your effective and good-spirited work. Despite many obstacles owing to the new set up of the infusion service in Bradford you have shown remarkable resilience, great communication, and compassion for our patients. You have shown candour, flagged up any shortcomings always trying to improve the infusion service while making our MS patients welcome and at the centre of your attention. Furthermore, there has been a great deal of informal positive feedback about your care, and you will be greatly missed by all of us."

*Health Care Professional*

"I found the lipid mentoring sessions very helpful in improving my confidence in managing dyslipidaemia. They enhanced my understanding of risk assessment, treatment options, and applying guidelines in practice. The case-based discussions were particularly useful in developing my clinical decision-making. I feel more confident in optimising lipid therapy."

*Pharmacist, The Guildhall and Barrow Surgery*

"I am very happy with the care and communication I have had with my nurse. It has been very helpful and reassuring knowing I have a nurse that I can call at any time if I need any help or advice. She made me feel at ease during my first injection and it gave me confidence. Thank you so much. It has been really appreciated."

*Patient*

"Our team received excellent service from IQVIA. Recruitment of the participants were much more efficient and we reached our recruitment target within a few months. Their input cut down our administrative work and we could concentrate on recruitment tasks. Our team had regular follow ups with IQVIA and they acted on our recommendations promptly. I am looking forward to collaborate between our teams again."

*Cardiology research team lead, North Bristol NHS Trust*

"IQVIA provided an excellent service to review our COPD patients, helping our current nursing teams. Feedback from the consultation was efficient and appropriate. We would use the service again."

*Senior GP Partner, Taunton Road Medical Centre*

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**CONTACT US**

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