

Partnership that Maximises Patient Access

IQVIA MAPA: Delivering evidence-led innovation to optimise the care pathway

Who are we?



IQVIA Market Access and Patient Activation (MAPA) is a value and access consultancy and delivery team specialising in enabling the UK healthcare system to implement the successful adoption of innovative therapies and technologies.

We work with you to ensure your assets achieve their true potential, supporting you at every step of your market access and patient activation journey, from strategy to delivery.



Pictured, from the left: Paul Simpson, Vice President, Market Access & Patient Activation; Stephen Jowett, Senior Director, Market Access & Patient Activation; and Stephen How, Connected Solutions Lead.

The IQVIA MAPA offering meets **six key needs** across market access and patient activation

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Market access


Patient activation



Why choose IQVIA MAPA?

The IQVIA MAPA team acts in partnership with your team to provide support in maximising the value of your assets at pace and scale. By partnering with us, you will have access to industry-leading:

 <h3>Evidence</h3> <p>Access to unparalleled UK health data, ensuring that all decisions are guided by evidence:</p> <ul style="list-style-type: none">• Marking sizing• Business Information• Real world pathway analytics	 <h3>Expertise</h3> <p>The largest integrated market access, sales engagement and clinical patient activation workforce in the UK to provide expert support to your team, including:</p> <ul style="list-style-type: none">• Knowledgeable, experienced, specialist consultants that support UK market access practice from strategy to deployment• Clinical personnel (nurse, pharmacists, doctors) that are integrated within the NHS and ready for rapid deployment	 <h3>Experience</h3> <p>MAPA is the <i>only</i> fully integrated market access and patient activation team with a breadth of experience that understands your market <i>and</i> the clinical and health system environment impacting upon it</p>
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2.5M+
patients supported
in the UK

40+
years providing
services to the
NHS and patients

1K+
formulary applications
supported
in the UK

An unbeatable partner for market access and patient activation success

With a comprehensive end-to-end solution of seamlessly integrated services, our trusted, knowledgeable, experienced, specialist consultants support UK market access practice from strategy to implementation, and our clinical personnel, including nurses, and doctors, are integrated within the NHS, ready for rapid deployment to augment capacity and know-how to support patient access to treatment. Contact us today to learn more.

CONTACT US

Market Access and Patient Activation

IQVIAMAPA@iqvia.com

X: [@IQVIA_UK](#)

LinkedIn: [IQVIA UK & Ireland](#)

iqvia.com/patientmarketaccess

