



IQVIA's Channel and Specialty Data Solutions for Pharmaceutical Manufacturers

Introduction

Maximize ROI with a holistic view of your products and patients based on a single, trusted version of truth. Through our ValueTrak® platform, IQVIA's Channel and Specialty Data Solutions will deliver the insights you need today, while accommodating your evolving needs as products, data sources, and technologies continue to change.

ValueTrak is a real-time, cloud-based aggregation and analytics platform that transforms sales, inventory, and patient data into actionable insights. With 24/7 secure access and SOC 1/SOC 2 compliance, ValueTrak's comprehensive dashboards, scorecards, and customized reports empower pharmaceutical manufacturers to navigate their business environments with speed and agility.

With IQVIA Channel and Specialty Data Solutions, pharma manufacturers can:



Apply a consistent, purpose-driven approach to data acquisition, key performance indicator (KPI) tracking, and measurement.



Receive complete, accurate, and timely data that is delivered reliably with no internal burden.



Accelerate decision-making with simplified access to longitudinal views of product movement and patient experience.



Ensure patient privacy governance to prevent re-identification across programs.



Accommodate future launches and deeper, broader data sources to scale for growth.

Channel Data Solutions capabilities overview

Channel data consulting services

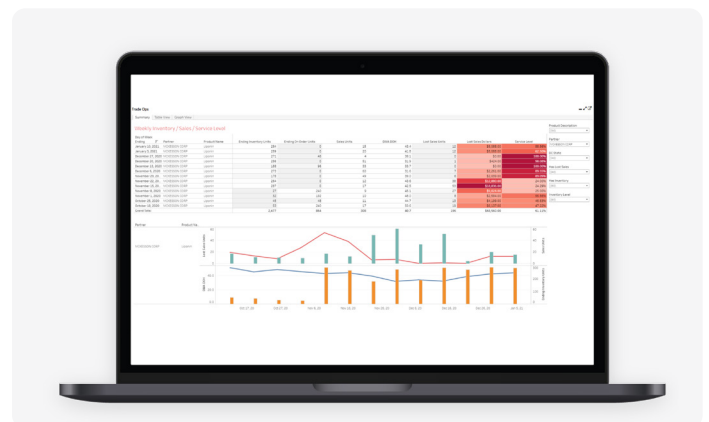
Expertise and best-practice support to maximize the utility of channel data, enabling organizations to effectively manage product distribution, optimize product launches, and navigate critical lifecycle events like loss of exclusivity.

Sales and inventory reporting (852)

Monitor sales and inventory with key metrics such as days-on-hand and service levels to ensure optimal product placement, driving increased revenue while minimizing stock outs and returns.

Distribution performance

Sales, inventory, DOH, and service levels



Detailed sales reporting (867)

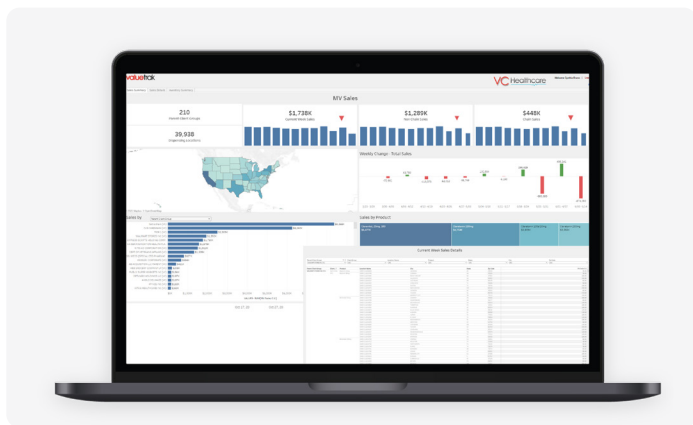
View detailed sales/transfers/returns transactions by chain and class of trade to maximize sales and marketing effectiveness.

Market visibility sales

100% visibility into all retail sales activity with estimated store-level sales on a weekly basis when actual sales data is not available, with the highest level of accuracy and lowest data lag.

ValueTrak market visibility

Full view of downstream sales



Pipeline inventory monitoring

Complete views of estimated downstream inventory based on the IQVIA methodology, enabling alignment of supply/demand and compliance with financial reporting requirements.

Channel distributor scorecard

Fully automated scorecards measure distributor performance, calculate payments, and generate sharable reports, enabling proactive management of distributor compliance and improved distribution outcomes.

Order management

Streamlined management of wholesaler orders with automated evaluation at the line or order level, based on key channel metrics with the ability to allocate products based on available inventories.

Sales to pharmacies/clinics

Segmented by class of trade



Suspicious order monitoring — Due Diligence Plus

Delivery of insights beyond first-level product shipments to your customer and your “customer’s customer” that seamlessly integrate with **IQVIA’s Suspicious Order Monitoring Solution**, assisting in compliance with federal regulations for distribution of controlled substances.

Chargebacks analytics

Analysis of chargeback trends by contract or product, with ability to drill into detailed contract activity and view both chargebacks and actual sales/returns data for a more complete view of performance.

Chargebacks reconciliation

Automated reconciliation of chargebacks and reversals against actual sales and returns data identify and minimize potential revenue leakage.

Specialty Data Solutions capabilities overview

Specialty data consulting

Specialty data strategy and contract guidance, including development of data exhibits and contract language to support performance monitoring of specialty partners, products, and patients.

Patient data tokenization and privacy compliance services

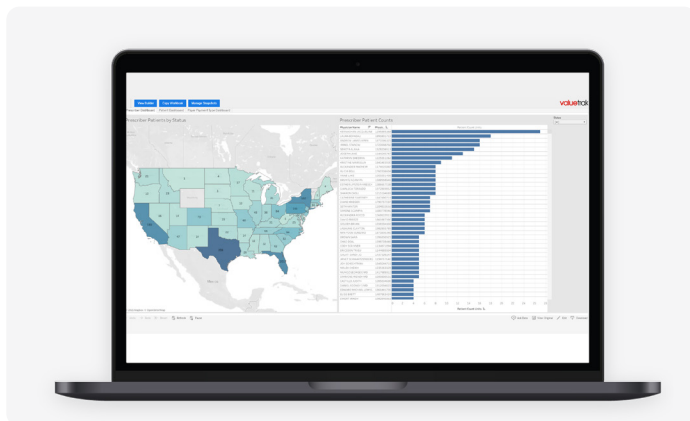
IQVIA's patient tokenization and crosswalk processes enable linkage of company, IQVIA, and 3rd-party datasets for the most accurate, complete views of the patient experience and journey. Our privacy compliance consulting and re-identification risk determination services include a portfolio-based approach to patient de-identification and linkage to ensure compliance.

Specialty pharmacy scorecard

On-demand measurement and reporting of specialty data provider contract compliance based on data quality KPIs specified in contractual agreements enable manufacturers to monitor a specialty partner's performance and identify proactive measures to drive increased compliance.

Patient counts by prescriber

Filtered by patient status

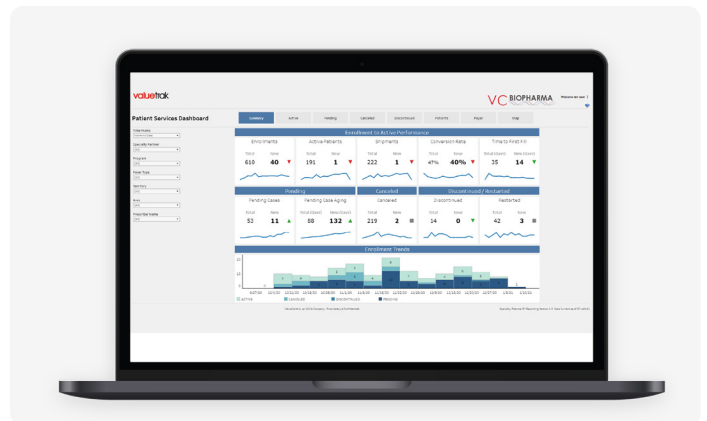


Patient access dashboards

Complete views of the patient journey, with alerts to monitor key metrics and patient status, enable easy identification of areas of concern, and monitor trends by patient status, company programs, and key stakeholders (such as patients, payers, and prescribers) to drive efficient resource allocation and successful outcomes.

Patient access dashboard

Patient status summary view



Patient program summary view



IQVIA Data Governance and Stewardship Services

Utilization of our patient master and IQVIA Data Governance and Stewardship Services to identify, research and resolve any patient mismatches, achieving high 90th percentile (98% – 99%) patient match rates. Data accuracy is continuously improved through IQVIA Harmonization Technology.

IQVIA Channel and Specialty Integrated Solutions



OneKey HCO/HCP master reference data integration

Seamless integration of ValueTrak data with OneKey HCO/HCP master reference data delivers a clearer, deeper understanding of product distribution and enables effective downstream commercial targeting efforts to grow your business through comprehensive access to relevant healthcare professionals and organizations.



Integrated deliverables: Account, prescriber, and patient data

Augmenting aggregated data with IQVIA data assets allows you to obtain a full picture of healthcare — patient, product, prescriber, pharmacy, and payer — which can be trusted to support your business strategies and growth. IQVIA can streamline the entire data management and integration process, supporting you with a single point of contact to coordinate across all deliverables and providing the lowest total cost of ownership.

Why IQVIA Channel and Specialty Data Solutions

IQVIA's Channel and Specialty Data Solutions are built for the future and available today. We deliver the most complete, accurate, and timely patient and product insights through our industry-leading capabilities in data aggregation, validation, tokenization, integration, and analytics.

Configurable and scalable platform

Our ValueTrak platform is utilized by both leading and emerging pharmaceutical manufacturers and was built from the ground up to be a highly configurable solution that meets all industry requirements. ValueTrak's complete configurability encompasses how we map the source data, how we validate specific data fields, and how we report on data quality/consistency to the manufacturer and specialty partners. Our platform will easily scale to accommodate additional products, specialty partners, and datasets as your business expands.

Timely, accurate, and complete data with end-to-end visibility

Through our ValueTrak platform, we receive and process every transaction in near real-time and make the information available in less than three hours, enabling organizations to effectively manage trading partners, products, and patient experience with agility and speed. Our superior capabilities to normalize, link, and reconcile disparate datasets result in higher quality and more timely intelligence for all stakeholders.

Flexible data integration options

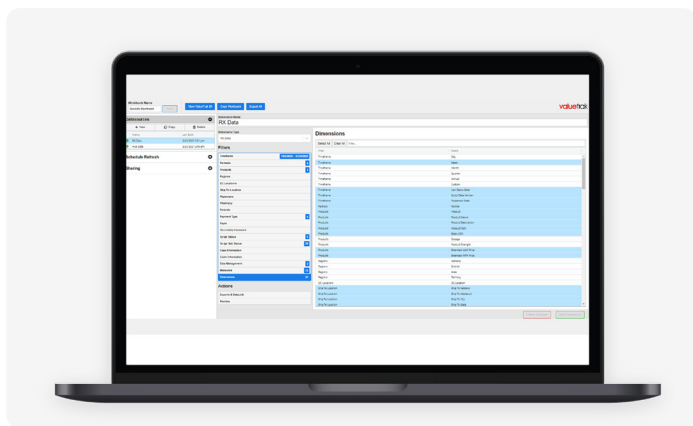
IQVIA's capabilities to link and integrate data assets enable the broadest consumable data for a variety of stakeholders and we can supplement company data with IQVIA data assets without duplication or delayed delivery timing. Our end-to-end comprehensive aggregation and integration solutions deliver the highest quality consulting and data services, all supported by a single provider and point of contact.

Robust reporting and dashboards

IQVIA makes reporting on transactional data available through ValueTrak immediately as data is validated and processed, and all reporting and dashboards can be refreshed and accessed on demand in ValueTrak. We provide self-service reports, premium dashboards/reporting modules, and custom dashboards/reports, all within our unified ValueTrak platform. Additionally, users can dynamically connect their ValueTrak data to any other tool via DataLink with just a few clicks. ValueTrak's capacity for cloud-based integration removes the need for redundant data stores and expensive license fees.

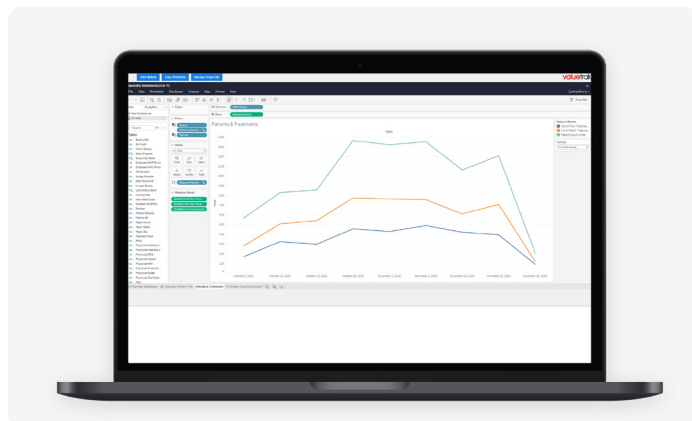
ValueTrak BI — Report builder

Flexible reporting engine for creating self-service customized reports/dashboards



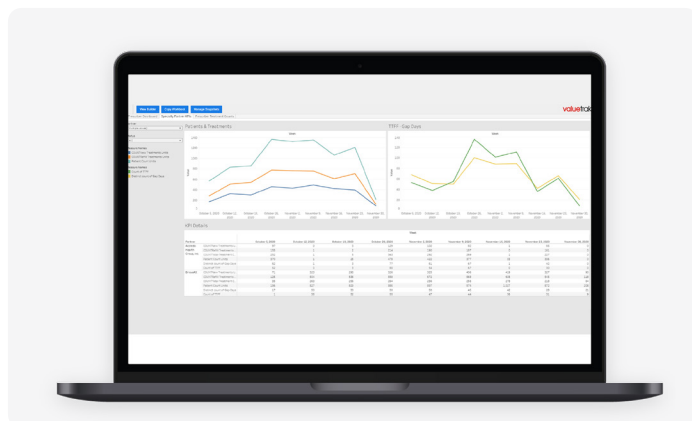
ValueTrak BI — Report and dashboard editing

Views can be easily modified (measures, filtering, etc.)



Specialty KPI trends

Patient counts, treatments, TTF, and therapy gap days



Reduced time-to-insights via data sharing

Leveraging current cloud technologies for data sharing eliminates the time, effort, and costs of transferring and copying data. With IQVIA's Data as a Service (DaaS), we can deliver fully validated data instantly to you, reducing the time-to-insight and at a lower total cost of ownership. In addition, the ValueTrak platform also provides flexible data delivery options such as Secure File Transfer Protocol (SFTP) and direct integrations to other systems.

Additional integrated solutions

Master Data Management (MDM) capabilities

IQVIA's MDM solution provides a single source of truth for companies that need to keep their critical patient and customer data organized, connected, and continuously up to date.

The right MDM solution enables an organization to create, maintain, and share one master dataset across the entire enterprise so that teams can accurately and effectively execute their unique business functions based on the exact same information.

A robust MDM approach allows companies to leverage more actionable insights, benefit from predictive analytics, and make better, more-informed decisions that drive competitive advantage in the market — ultimately leading to performance optimization and an increased return on investment.

Data governance solutions

Aligned to your business goals and needs, IQVIA Data Governance provides a holistic model for maximizing the value of data and ensuring its effective management across an entire business.

Data governance optimizes overall data quality, reduces data duplication, provides better access to teams, enables data democratization across the entire business, and makes it easier to process vast amounts of complex data at high speeds, providing optimal, real-time results to important business questions.

A strong data management architecture built with the right data governance foundation and expert implementation will improve organizational profitability and minimize compliance risk by defining, implementing, and adapting policies and procedures and enabling them through strategy, technology, and services.



About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#)



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