IQVIA

Transforming MedTech Efficiency and Growth: Innovative Solutions for Sales and Operational Challenges

A compilation of real-life case studies

Operating at the intersection of medicine, engineering, and innovation, MedTech organizations continually drive improvements in patient care, diagnosis, and treatment worldwide. Yet as the sector expands, manufacturers face mounting financial pressures, including the need to maximize the impact of every dollar invested in commercial operations.

Too often, organizations are still relying on sales models that burden high-cost representatives with non-revenue tasks. This legacy approach dilutes focus and erodes return on investment.

In this collection of case studies, we examine how your peers are addressing the persistent challenges that threaten to slow growth and dilute ROI.

1. Procedure case coverage: Free your sales team to sell

Medical device representatives spend valuable time in operating rooms answering technical questions. It's essential work, but it also pulls them away from driving product adoption and market expansion.

Solution

A multinational medical device manufacturer partnered with IQVIA to deploy dedicated Associate Case Coverage (ACC) Representatives for routine procedures where surgeons had gained familiarity with the device. These resources freed senior sales consultants to focus on revenue-generating activities.

Customer results

The pilot exceeded goals for time-to-independent case coverage, with 90% of cases managed by the IQVIA Associate Case Coverage Representatives. This boosted the customer's Senior Sales Consultants' selling time, driving market expansion and increased market share. As an added benefit, the customer was able to evaluate and transition top-performing ACC representatives. To date, more than 600 ACC representatives have transitioned to the customer, providing a reliable and proven talent pipeline.

2. Inventory management: Reclaim capital and selling time

MedTech manufacturers rely on sales teams to manage field inventory — tracking devices, auditing stock, and resolving discrepancies. This administrative burden frustrates representatives and drives low audit compliance. It also traps valuable capital in obsolete inventory.

Solution

A leading manufacturer struggling with $1 billion in field inventory deployed IQVIA's dedicated field auditors. Starting with just two auditors in high-volume areas, IQVIA quickly identified process inefficiencies and demonstrated measurable improvements, prompting rapid scaling to 22 auditors.

Customer results

Within eight months, the team reclaimed approximately $10 million in surplus and outdated inventory. They streamlined auditing timelines and freed hundreds of selling hours — accelerating removal of legacy devices, making way for adoption of second-generation devices while improving overall inventory utilization.

3. Therapy awareness: Break through treatment paradigms

Transformative MedTech innovations often face slowed adoption due to limited awareness and resistance from entrenched clinical practices. While manufacturer sales teams focus on interventional end users, they lack the bandwidth to engage primary care and other referring physicians who are critical for sustained patient flow. Without upstream awareness, growth plateaus after initial adoption. Sustained success is dependent on a market expansion strategy that increases awareness across end users and the referring community, ensuring that innovation is not merely introduced but embraced across the entire continuum of care.

Solution

IQVIA has partnered with multiple manufacturers to leverage prescription and claims data, strategic analytics, and AI-powered tools to identify target markets and referral patterns. IQVIA has deployed therapy awareness representatives (both in the field and working virtually) to educate non-interventional physicians on diagnostic criteria and referral pathways. In engaging with these physicians, IQVIA's therapy awareness reps are armed with insights on prescribers' online research behavior and real-time patient data.

Customer results

A recent MedTech program targeting referring physicians is proactively shifting the treatment paradigm from gold-standard pharmacologic treatment to adoption of a new device alternative. The team has driven additional patients into the referral pathway, generating a revenue increase of $20 million. The proven model has expanded across five additional portfolios and customers, demonstrating impact and scalability.

Transform challenges into growth

IQVIA brings 40+ years of performance and partnership with life sciences manufacturers, including those focused on medical devices and diagnostics. Our solutions integrate proprietary data, advanced AI tools, and operational excellence to enable digital, face-to-face, virtual, and clinical team engagements tailored to each customer's needs.

Whether you're working to optimize case coverage, transform inventory management, build referral networks, or overcome other commercial challenges, IQVIA's CSO delivers flexible, data-driven teams that reshape growth strategies and maximize ROI.

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