

# A Simplified Path to Understanding Your Patients

*Integration of aggregated data with IQVIA data assets*

## Today's reality

The level of competition facing your organization is growing faster than ever before. Every move you make to better serve your patients and grow your business needs to be strategic and based on a singular, complete view of the market. Augmenting your aggregated data will allow you to obtain a full picture of healthcare – patient, product, prescriber, pharmacy, and payer – which can be trusted to support your patient services and business strategies.

A partnership with IQVIA will give you clear market insights and a full view of the patient experience across treatment settings and sources. Our data is based on a robust information ecosystem that includes more patients and more complete healthcare data than any other provider.

- Enabled by IQVIA patient tokenization and data integration proficiencies
- Supported by assessment of patient re-identification risk to ensure privacy compliance

**300M+**

Patient lives linked to provide full view of patient journey

**20+**

Years of data aggregation, tokenization, and integration experience

**94%**

Company loyalty rating including feedback from customers on what works well and what doesn't



## Fully integrated data equals one complete view

A single patient interacts across multiple points of care, and as such, generates fragmented data streams. IQVIA enables linkage across client, third-party, and IQVIA data, resulting in a single, complete view of the patient experience. Building a comprehensive patient journey through data integration improves overall insights, speed, and quality:

- Finding patients: Leverage a combination of data elements spanning multiple data sources to better identify untreated or undertreated patient populations
- Laser healthcare provider (HCP) Targeting: Target HCPs based on patient mix, treatment dynamics, and novel patient characteristics found outside of traditional claims data
- Payer dynamics: Improve insight into patient out of pocket cost sensitivities, copay card effectiveness, and influences to support effective contracting strategy
- Patient influence: Build comprehensive patient profiles that reveal the interventions that most effectively change patient behavior to achieve desired outcomes

## Key differentiators

- Streamlined data processing and delivery of an integrated dataset with single source of support
- Simplified master data management processing: All data is integrated with a common set of reference keys
- Enriched patient data at the granular transactional level with data redundancy and duplications removed

## Related IQVIA solutions

- Data Strategy and Consulting Services
- Patient Tokenization Services
- Specialty Data Aggregation Services
- Patient Intelligent Interventions: Patient Access Dashboards and Advanced Patient Analytics

