

Contract Sales and Medical Solutions

Data-driven, flexible support solutions for your commercial success

With healthcare in a perpetual state of advancement, the focus of your organization needs to be on development and growth. But with resources and budgets already stretched, and rapid product lifecycles, achieving the results you need is often out of reach. By outsourcing part of your commercial model, you can access new support solutions and free up resources, meaning you can focus on your core capabilities.

IQVIA's Contract Sales and Medical Solutions (CSMS) uses healthcare data to target high-value customers. Plus, we can optimize and enhance operational and cost efficiencies to maximize the value of your organization through an evolving commercial model.



Strategic, targeted, and flexible resources

IQVIA's CSMS program can be tailored to your organization's needs. We expertly build the solution to the right size for the market. We can act as a long-term extension of your commercial team, and flex-up and flex-down as required.

 <p>FIELD SALES</p>	<p>Flexible or full-time sales teams</p> <p>Our best-in-class field sales teams leverage our targeted market data to activate HCPs to improve patient outcomes, maximize your ROI, reduce SG&A costs, and strengthen customer relationships. We build launch teams with deep experience who can eventually be your senior sales representatives and referral teams to educate on new procedures and devices.</p>
 <p>INSIDE SALES</p>	<p>Expand your sales reach</p> <p>We offer inside sales teams to help increase your market penetration and geographic reach through lead generation, service contract renewals, or by managing full sales cycles.</p>
 <p>PRODUCT EDUCATION</p>	<p>Peer-to-peer product training</p> <p>We have a vast network of clinical nurse educators to improve disease-state awareness and support hospital conversions. Training includes device prep and administration, as well as treatment management and adherence.</p>
 <p>FIELD TECHNICAL SUPPORT</p>	<p>Increase flexibility to scale up and down</p> <p>Our field technical team expands and contracts as the market or customer needs fluctuate, providing product upgrade, maintenance, and support.</p>
 <p>PRODUCT RECALL AND FIELD ACTION MANAGEMENT</p>	<p>Real-time activity reporting</p> <p>We offer comprehensive management and real-time activity tracking for all levels of regulated field actions, including FDA-mandated recalls.</p>

IQVIA's Contract Sales and Medical Solutions

Outsourcing different resources within the product lifecycle and sell cycle, while using data-driven targeting can maximize revenues. IQVIA builds targeted teams that are scalable and include the following areas of focus:



Our fully integrated CSMS solutions are built to best suit your needs and align with your goals and strategies. Plus, with our market procedural data, we can target and track market penetration. These solutions allow you to react quickly to the market dynamics, while reducing SG&A costs and overall risk.



THE DIFFERENCE IS IN OUR DATA

What makes IQVIA's Contract Sales and Medical Solutions unique is that we're driven by a deep level of data that others simply don't have. It enables us to identify the most valuable opportunities – and then leverage leading technology, our extensive expertise, and expansive proprietary knowledge – to implement efficient and cost-effective solutions that demonstrate the best return on investment.

With IQVIA by your side, you can turn commercial challenges into commercial successes. Learn more about our Contract Sales and Medical Solutions and how your organization can benefit today.



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