

IQVIA's SMART FlexView for Patient Data

A self-service data exploration and visualization platform to democratize and transform the power of commercial information assets

Today's reality

When it comes to commercialization, getting the most out of your patient data is critical to execution of brand strategy. Successful product marketing and commercial teams need a simple, easy-to-use solution that makes accessing and digesting vast amounts of data, and their job easier. However, the fact remains that most patient data assets often garner too few insights simply because the data is:

- Too much
- Too complex
- Too expensive
- Not timely

For that to change, life sciences companies need a better way to **access, process, propagate, and visualize** their data insights in real time, with minimal effort and expense, so that they can speed up the decision-making process and achieve better results.

Unfortunately, many organizations still face fundamental challenges in mastering the complexities of data management and often lack the infrastructure and staff to support the effort, especially as the need for more granular 360-degree patient level data points continues to expand and evolve.

ORGANIZATIONAL CHALLENGES INCLUDE:

ORGANIZATION IS NOT ALIGNED	FRAGMENTED TECHNOLOGY	LIMITED INSIGHTS	BIG DATA THREATENS RELIABILITY	MORE DEMANDS ON FEWER PEOPLE
<ul style="list-style-type: none"> • Organizational silos between data and technology • No standard data catalog • Redundant data management processes • Inconsistent business rules and governance 	<ul style="list-style-type: none"> • Multiple technologies not integrated increasing cost and complexity • Multiple platform's hinder consistent views of data and reporting • Lack of ongoing self-service capabilities 	<ul style="list-style-type: none"> • Inability to discern trends and take action • Limited insights to anticipate risks and intervene with course corrections as needed • Delays in decision making across organization 	<ul style="list-style-type: none"> • Increasing variety, volume, and velocity of data sources • Difficulty in connecting data in meaningful ways • Huge burden of data management • Ineffective governance leads to low trust with data 	<ul style="list-style-type: none"> • Limited resources • More demands for analytics and reporting from management • Multiple personas require access through different toolsets

The right solution – SMART FlexView for Patient Data

It's time to unlock the power of your commercial information assets.

SMART FlexView for Patient Data is a powerful and cost-effective self-service exploration and visualization platform that will transform the way commercial teams think about analytics and reporting.

SMART FlexView's incomparable integration capabilities can incorporate any large and complex dataset without sacrificing performance, providing fast ad-hoc reporting access to vast amounts of patient data at a subnational level, while enabling users to get more from their data investments with business rules that transform the data to the views they need, creating clear, actionable insights.

With an intuitive design, dynamic segmentation, and Microsoft Office integration the platform provides capabilities to support the commercial enablement of both home office and business users so that organizations can increase the usage and value of their data purchases while achieving consistency and collaboration through a single source of truth.

Why SMART FlexView

- Real-time data access
- Fully customizable ad-hoc reporting capabilities to meet a diverse set of needs
- High-performance architecture simplifies complex datasets and returns results in seconds
- Advanced collaboration capabilities and reporting automation
- Easy to use platform encourages adoption
- SaaS (Software as a Service) delivery with weekly platform updates to address life-science market changes

The SMART FlexView difference



FASTER ANALYTICS

- Fast access to information that is intuitive to analyze and understand
- Simple and easy-to-use BI tool that allows interrogation of data with real-time results
- Allows analysis and reporting of multiple data assets in a single touchpoint



BETTER COLLABORATION

- Create reports, save, and share native in MS Office apps
- Enables users to apply business rules and transform data to their view of the world
- Supports the creation and collaboration of presentation-ready materials



SIMPLE, ACTIONABLE TOOL

- Easy to learn single touch point that drives actionable outcomes
- Supports the creation and collaboration of presentation-ready materials
- Reduce services and IT (Information Technology) overhead

INCLUDED WITH SMART FLEXVIEW - LONGITUDINAL ACCESS AND ADJUDICATED DATA (LAAD) ADVANCED ANALYTICS METRICS



PATIENT ANALYTICS

- Average days on therapy
- Average duration of therapy
- Compliance rate
- % New to market (patient filled)
- % Switch (patient attempted)
- % Switch (patient filled)



PAYOR ANALYTICS

- Approval rate
- Rejection rate (initial)
- Abandonment rate
- Average days to overcome rejection
- Paid claim count (life cycle claims)
- Total life cycle claim count (initial)



COST ANALYTICS

- Average co-pay (paid claims)
- Average OPC (paid claims)
- Co-pay card penetration rate
- Paid claim count (without co-pay card)
- Paid claim count (with co-pay card)

CORE USERS

- Analytics teams
- Commercial brand directors
- Data scientists
- Market research professionals
- Commercial operations teams
- Therapeutic area leads
- Forecasting leads

RELATED IQVIA OFFERINGS

- IQVIA data – Sub-national datasets including XPT, XPD, DDD, FIA, LAAD
- Orchestrated customer engagement (OCE) platform
- SMART U.S. National Data (NPA, NSP, FIA, etc.)
- IQ2020/Orchestrated analytics
- Analytics insights and reporting (AIR) third party tools
- Data and analytics consulting services
- Master data management (MDM)
- Data warehousing
- Data integration
- Data stewardship
- Integrated data platform (IDP)

Delivery Method

Solution is accessible online via web browser.

Why IQVIA

As Healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their analytics and reporting capabilities.

With easy access to real information, organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

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™](#)**