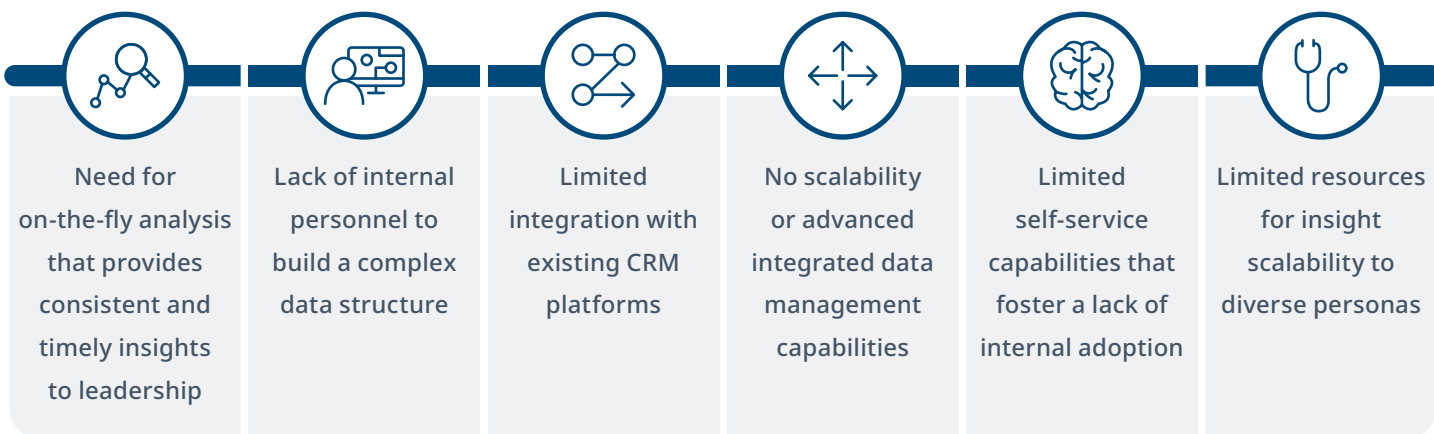


IQVIA Persona-Driven Modules and Client-Configured Solutions

Providing the right information to the right person at the right time

Today's reality



Getting to the right healthcare insights at the right time is challenging. Today's commercial teams need an analytics platform solution that is flexible, scalable, and secure and that evolves as your business needs change. IQVIA provides both out-of-the-box and a customizable, modular end-to-end solutions that allow for on-the-fly analysis and enable connected, actionable insights for a diverse group of user personas. Our solutions are both platform and data agnostic and includes a complete compilation of IQVIA data audits and assets.

CAPABILITIES TO SUPPORT COMMERCIAL ENABLEMENT FOR FIELD SALES USERS

GEO PERFORMANCE

- Goal-attainment KPIs and peer benchmarking to enable a performance-driven culture.
- Offline capability and data refresh on demand.

ACTIVE ALERTING

- Alerts to provide focus on key insights critical to product effectiveness, such as new patients starting therapy and their prescribing physicians.
- Drill throughs built into alerts to find areas of opportunity and action items.

ACCOUNT/HCP TRACKER

- The tracker provides an "Excel-like" experience within the app, so reps can easily filter, sort and discover customers who require attention or may have influence within their sphere.
- Connected to alerts and profile dashboards to drive click throughs for intuitive user experience.

Run your home office commercial operations analytics out of a centralized control center with these key features/capabilities:

INTUITIVE ANALYTICS

- Intuitive-guided analytics, designed and based on IQVIA industry experience and best practices.
- Accelerator-based approach for faster implementation.
- Integrated user security framework to provide data access as per user hierarchy.

SELF SERVICE ANALYTICS

- Powerful and intuitive ad hoc querying, advanced filtering, and data visualization.
- Ability to save reports and share with team members.
- Build multi-panel reports to share data analytics story.

MICROSOFT OFFICE INTEGRATION

- Native Microsoft Office integration for users to maintain reports in Microsoft PowerPoint or Microsoft Excel and refresh data within the report when needed.
- Refresh report with daily/weekly/monthly frequency without logging into the solution.

REPORT BURSTING

- Burst reports support sending key reports to team members with a single click.
- Burst reports can be based on various parameters, such as territory, product, HCP, etc.
- User security built in to restrict data access to only the right users.

NATIVE IPAD APP

- Users can access “My Territory” performance.
- Offline access.
- Deeplinking to CRM.

AUTO-DELIVERY

- Schedule reports/dashboards to be sent to users whenever data is refreshed.
- Feed data into external systems by setting up reports to be delivered to SFTP site of user’s choice.

SEGMENTATION/DECILING

- Native capability to segment large sets of data into categories of user’s choice (i.e., deciling of HCPs).
- Upload externally maintained data dimensions, such as segmentations, and integrate with your data.

CUSTOMER GROUPINGS

- Create your own custom redefines on the fly across any dimensions.
- Example: Group products into product group dimensions the way you see the market and track progress against those.
- Save and share your custom groups with your team without having to request analysts for custom developments.

Key benefits

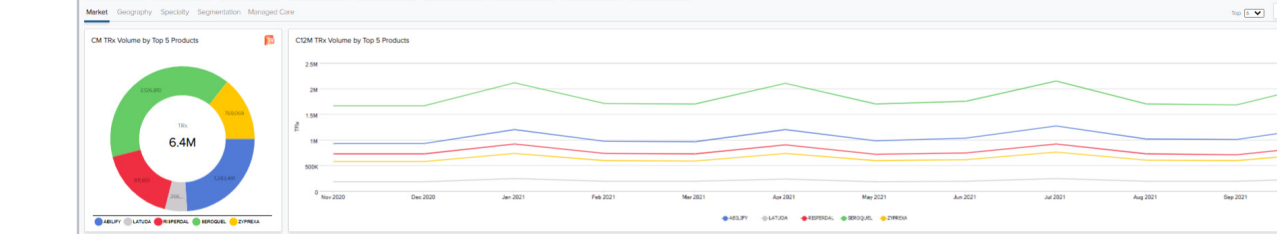
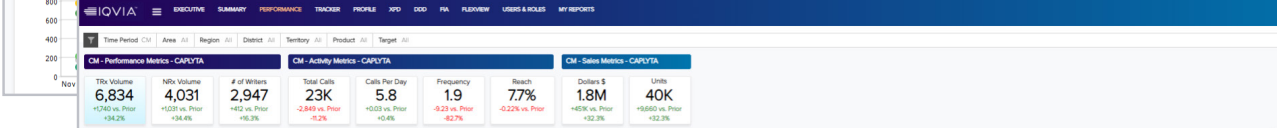
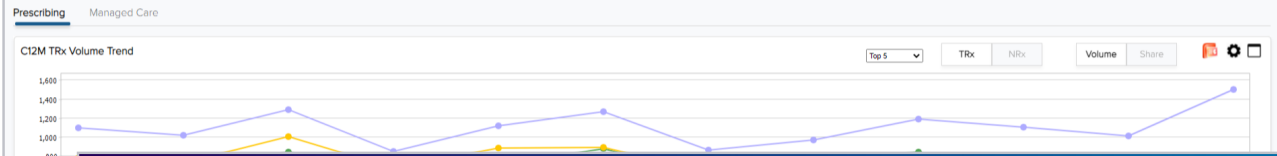
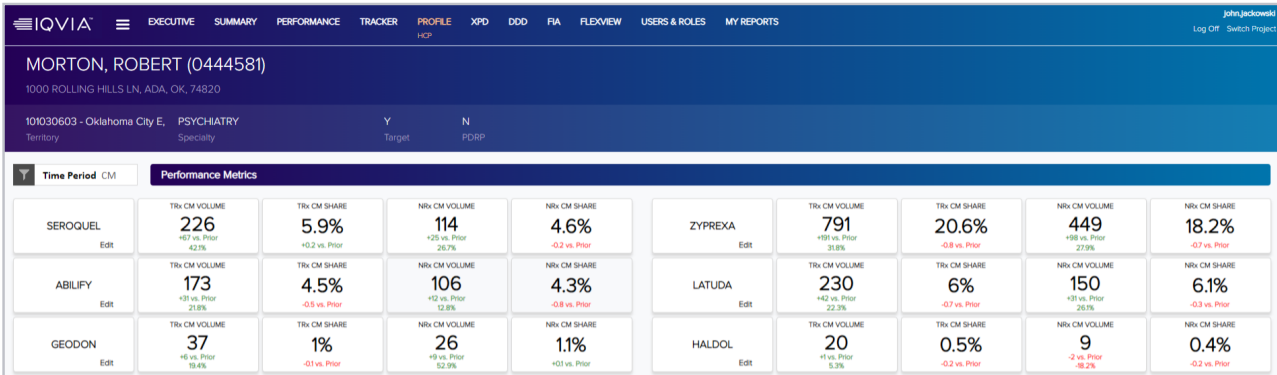
IQVIA'S SOLUTION PROVIDES THE LOWEST TCO AND HIGHEST SUPPORT LEVEL

	ANALYTICS INSIGHTS AND REPORTING	VENDOR IMPLEMENTED AND EXTERNALLY MANAGED
Deep-linking (iPad app to OCE CRM, API→Tableau)		
Pharma-specific capabilities and roadmap		
Ad-hoc insight generation		
Dedicated support personnel built-in		
Single point of contact for all reporting issues		
Built-in change request hours for enhancements		
Scheduled QBRs to enhance ROI		

Diverse platform implementation options

Commercial module can be implemented using any of the following technologies: IQ20/20, FlexView, storyboards, and third-party providers including Power BI, Tableau, Sisense, Looker, and Click.

IQ2020 EXAMPLES



Prescriber	Specialty	Territory	ABILIFY TRx	ABILIFY Growth	ARISTADA TRx	ARISTADA Growth	CAPLYTA TRx	CAPLYTA Growth	CLOZARIL TRx	CLOZARIL Growth	FANAPT TRx	FANAPT Growth	FAZACLO TRx	FAZACLO Growth	GEODON TRx	GEODON Growth	HALDOL TRx	HALDOL Growth	INVEGA TRx	INVEGA Growth
No PrescriberDisplay/Name	UNSPECIFIED	10010208 - Schenectady, NY	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No PrescriberDisplay/Name	UNSPECIFIED	10010304 - Queens, NY	4	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0
No PrescriberDisplay/Name	UNSPECIFIED	10010207 - Mt. Vernon, NY	6	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0
No PrescriberDisplay/Name	UNSPECIFIED	10010501 - Camden, NJ	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No PrescriberDisplay/Name	UNSPECIFIED	10010601 - Akron, OH	4	0	0	0	0	0	0	0	0	0	0	0	0	0	1	-5.5%	0	0

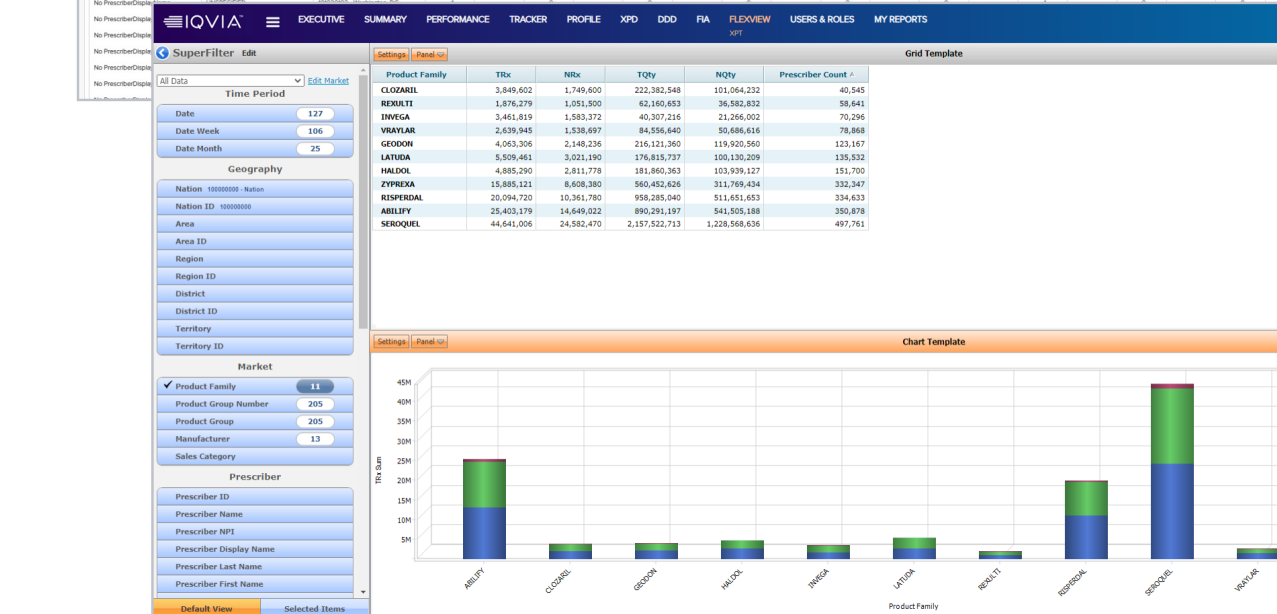


TABLEAU EXAMPLES

IQVIA Field Sales Manager HCO Key Customer HCO Customer Profile User Name: (867947)(366885)

West Region Sales \$30.1M

Territory Sales

Fargo	117.2%
Houston East	71.37 5%
Santa Monica	19.4%
Tacoma	47.1%
Bellevue-Spokane	108.5%
Orange County	10.3%
Albuquerque	59.3%
Minneapolis	12.7%
San Antonio	41.47 2%
Colorado Springs	180.8 4%
San Diego	16.1%
Madison	25.0%

Sales Attainment

35.6%
-7.9% vs Prev. period

Evolution Index

25.50
None vs Prev. period

Calls

336,420
-1.7% vs Prev. period

Region Rank | Sales

West: [Bar]

Central: [Bar]

Northeast: [Bar]

Not Assigned: [Bar]

Calls

113,553
-3.8% vs Prev. period

Patients

79,138
-7.2% vs Prev. period

HCO

4,843
-2.8% vs Prev. period

HCP

5,519
-8.5% vs Prev. period

Patients

697,037
-2.2% vs Prev. period

IQVIA Field Sales Manager HCO Key Customer HCO Customer Profile User Name: (867947)(366885)

West Benchmark (as of November 2020)

Product	Total Rx	TRX Market	TRX Share	Nrx	Nrx Market	Nrx Share	Patient Count	Call Count
ANASTROZOLE	794,455	1,115,028	71.2%	295,857	404,200	73.2%	696,392	
Keck Medical Center & Usc-WUSH000071	143,453	144,647	99.2%	58,565	59,941	99.4%	153,262	
Methodist Hospital Northeast-WUSH0000	30,564	34,573	88.3%	36,562	37,768	96.8%	58,759	
Fairview Physical and Associates-WUSH0002	49,010	58,307	84.1%	20,594	25,659	77.2%	41,642	
Texas Oncology The Woodlands East-WUS	42,479	46,389	91.6%	13,193	14,266	92.5%	44,457	
Ucla Hematology Oncology Center-Care Le	28,084	28,972	97.0%	8,701	8,940	97.3%	36,270	
Healthone Sky Ridge Medical Center-WUS	26,527	28,914	91.7%	7,899	8,882	87.9%	21,617	
Highline Emergency Physicians-WUSH000	23,462	44,832	52.3%	8,910	15,048	59.2%	19,633	
Straub Medical Center-WUSH00004922	14,523	16,251	90.0%	3,460	4,026	85.9%	17,449	
Armed Medical Group-WUSH00201869	13,321	15,534	85.8%	4,383	5,326	81.7%	11,269	
The University Of Texas Md Anderson Can	12,516	21,942	57.0%	4,934	8,491	58.1%	10,790	
Providence Regional Medical Center-Evere	10,323	10,730	96.2%	3,581	3,681	97.3%	8,580	
Overlake Medical Center And Clinics-WUS	9,820	11,089	88.5%	3,318	3,693	89.8%	9,035	
South Bay Independent Physicians Medica	9,564	10,788	88.7%	3,168	3,718	85.2%	9,570	
0201900	9,054	13,133	68.9%	4,654	6,774	68.7%	8,891	
WUSH00086004	8,263	8,500	97.2%	2,686	2,738	98.1%	17,391	

IQVIA Prescriber Profile User Name: (867947)(366885)

Day Id Parameter: November 2020

Profile

Full Name Set: TROY A FODDER

Imx Prescriber Id: 2375852

Product Master Name: (Multiple values)

Last Results

Last Sale Date: November 2020

Last Call Date CRM: November 2020

HCP Rank - Patients: 10

HCP Rank - Total Sales: 11

Patients

28
40% vs Prev. period

New Patients

1
-83% vs Prev. period

Sales

83,117
-5.1% vs Prev. period

Calls

6
-90% vs Prev. period

TRX by Method of Payment

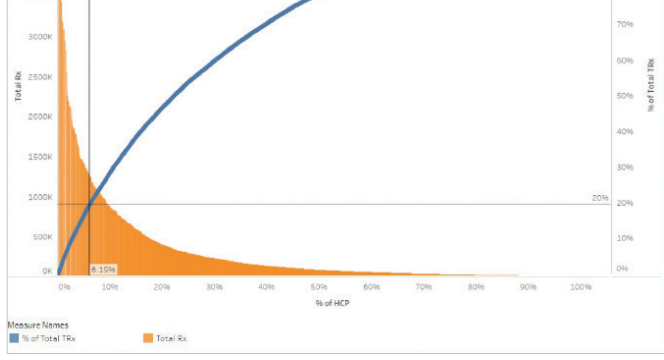
TRX by Month

Top 10 Payers by TRX

MEDICAR
HUMANA
BCBS MONTANA (MO)
CIGNA
OPTUMRX UNSPEC
WELLCARE HEALTH PLANS
NAVITUS HLTH SOLUTIONS
UNIVERSITY OF UTAH HLT
EXPRESS SCRIPTS UNSPEC
MUTUAL OF OMAHA

IQVIA HCP Key Customer Patient Landscape Call Activity Ad Hoc XPT User Name: (867947)(366885)

Column 1	Column 2	Column 3	Column 4	Column 5
Date	Region	Prescriber	Product	Note
2020-09-30	Central	ADRIANNE P.G.	ANASTROZOLE	65 126
2020-09-30	Central	ADRIANNE P.G.	TAMOXIFEN CIT	12 46
2020-09-30	Central	ADRIENNE MAL	TAMOXIFEN CIT	2 3
2020-09-30	Central	ADRIENNE W.C.	TAMOXIFEN CIT	0 1
2020-09-30	Central	AGUSTIN A RA.	ANASTROZOLE	5 13
2020-09-30	Central	AGUSTIN A RA.	TAMOXIFEN CIT	1 1
2020-09-30	Central	AGUSTIN C SA.	ANASTROZOLE	2 3
2020-09-30	Central	AGUSTIN V VIT.	ANASTROZOLE	0 1
2020-09-30	Central	AHLAM ELBAD.	ANASTROZOLE	1 1
2020-09-30	Central	AHMED HUSSA.	TAMOXIFEN CIT	1 1
2020-09-30	Central	AHMED M ELK.	ANASTROZOLE	39 78
2020-09-30	Central	AHMED M ELK.	TAMOXIFEN CIT	8 26
2020-09-30	Central	AHSAN M BAS.	ANASTROZOLE	4 23
2020-09-30	Central	AHSAN M BAS.	TAMOXIFEN CIT	1 2
2020-09-30	Central	AHSANULL HAQ.	ANASTROZOLE	55 139
2020-09-30	Central	AHSANULL HAQ.	TAMOXIFEN CIT	1 6
2020-09-30	Central	AIDA J LOPEZ	ANASTROZOLE	2 2
2020-09-30	Central	AIDA J LOPEZ	TAMOXIFEN CIT	1 2
2020-09-30	Central	AIDA M JONES	ANASTROZOLE	0 1
2020-09-30	Central	AIDA M JONES	TAMOXIFEN CIT	1 1
2020-09-30	Central	AIMEE LYNN B.	ANASTROZOLE	0 4
2020-09-30	Central	AIMEE NICOLA	TAMOXIFEN CIT	0 1
2020-09-30	Central	AIMSELE B V.	ANASTROZOLE	0 1
2020-09-30	Central	AHMEE ROOH.	ANASTROZOLE	0 1



Number of Records: 79,903

Date	Region	Prescriber	Product	None	1	NRX	TRX
2020-09-30	Central	ADRIANNE P.G.	ANASTROZOLE	65	126		
2020-09-30	Central	ADRIANNE P.G.	TAMOXIFEN CIT	12	46		
2020-09-30	Central	ADRIENNE MAL	TAMOXIFEN CIT	2	3		
2020-09-30	Central	ADRIENNE W.C.	TAMOXIFEN CIT	0	1		
2020-09-30	Central	AGUSTIN A RA.	ANASTROZOLE	5	13		
2020-09-30	Central	AGUSTIN A RA.	TAMOXIFEN CIT	1	1		
2020-09-30	Central	AGUSTIN C SA.	ANASTROZOLE	2	3		
2020-09-30	Central	AGUSTIN V VIT.	ANASTROZOLE	0	1		
2020-09-30	Central	AHLAM ELBAD.	ANASTROZOLE	1	1		
2020-09-30	Central	AHMED HUSSA.	TAMOXIFEN CIT	1	1		
2020-09-30	Central	AHMED M ELK.	ANASTROZOLE	39	78		
2020-09-30	Central	AHMED M ELK.	TAMOXIFEN CIT	8	26		
2020-09-30	Central	AHSAN M BAS.	ANASTROZOLE	4	23		
2020-09-30	Central	AHSAN M BAS.	TAMOXIFEN CIT	1	2		
2020-09-30	Central	AHSANULL HAQ.	ANASTROZOLE	55	139		
2020-09-30	Central	AHSANULL HAQ.	TAMOXIFEN CIT	1	6		
2020-09-30	Central	AIDA J LOPEZ	ANASTROZOLE	2	2		
2020-09-30	Central	AIDA J LOPEZ	TAMOXIFEN CIT	1	2		
2020-09-30	Central	AIDA M JONES	ANASTROZOLE	0	1		
2020-09-30	Central	AIDA M JONES	TAMOXIFEN CIT	1	1		
2020-09-30	Central	AIMEE LYNN B.	ANASTROZOLE	0	4		
2020-09-30	Central	AIMEE NICOLA	TAMOXIFEN CIT	0	1		
2020-09-30	Central	AIMSELE B V.	ANASTROZOLE	0	1		
2020-09-30	Central	AHMEE ROOH.	ANASTROZOLE	0	1		

OPPORTUNITIES FOR INTEGRATION WITH OTHER IQVIA SOLUTIONS

- **Orchestrated Customer Engagement (OCE)/CRM**
Orchestrated model that enables companies to improve their customers' experiences, build trust, and optimize resource allocation across all engagement activities.
- **SMART**
Integrates information from the largest source of **curated healthcare** data to deliver accurate, actionable insights.
- **ValueTrak**
Provides end-to-end data visibility from the manufacturer to the patient to help companies maximize the value of their products.
- **Information Management Solutions**
Includes Data Warehouse, Master Data Management (MDM), Integrated Data Platform (IDP), Data as a Service (DaaS), and Governance & Stewardship.
- **IQVIA Subnational Data Audits**
Includes Xponent (XPT), Prescriber Dynamic (XPD), Formulary Impact Analyzer (FIA), Drug Distribution Data (DDD), OneKey reference data, Medical Claims Data (DX), Device data, Longitudinal Access, and Adjudicated Data (LAAD).
- **Third-party/Client data sets**
Includes 867/852, daily sales, chargebacks, co-pay card, and more.

APPLICATION AND USE MODULES



Commercial operations



Sales

DELIVERY METHOD

Delivered via web browser of your choice as well as mobile devices on your schedule (daily, weekly, monthly, quarterly) including access to a native iPad Application.

The IQVIA Analytics Insights Reporting (AIR) difference

Drive better and faster decisions across the organization with self-service reporting tools and advanced analytics.

With AIR, you can quickly and accurately transform data into insights via a consistent user experience that includes richer insights for key stakeholders when and where they need it, including:

1. Data structure and expertise — AIR is built around IQVIA life sciences DNA.
2. Integrated alerts with timely and consistent insights based on a KPI-first approach.
3. Native integration with a CRM platform, which alleviates the need for customer-built data structures.
4. Scalability via advanced, integrated data management capabilities.
5. On-the-fly analysis with a full range of self-service capabilities.
6. Insight scalability that includes access to diverse personas.

>25,000

Active solution users
deployed across more than
500 customers

>20

Years' of
experience building
BI solutions

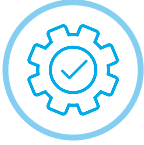
99.9%

Service
availability

50%

Faster implementations
with modular design — go
live in weeks

Solution-as-a-Service model — Includes ongoing support and engagement.



Operations and QA — Dedicated support staff manage system refreshes, perform regular QA, and drive compliance with SLAs.



Analyst support — Our analysts are available during regular business hours to answer your technical and business questions.



Change management — Ongoing support fees provide a quarterly allotment of labor hours to customize existing dashboards to meet current business need.

Contact us for a demonstration

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Information Management and
Analytics Solutions

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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™**](#)