IQVIA Persona-Driven Modules and Client-Configured Solutions

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

Today's reality

Need for on-the-fly analysis that provides consistent and timely insights to leadership	Lack of internal personnel to build a complex data structure	Limited integration with existing CRM platforms	No scalability or advanced integrated data management capabilities	Limited self-service capabilities that foster a lack of internal adoption	Limited resources for insight scalability to diverse personas

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.

NATIVE IPAD APP

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

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.

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.

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.

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.

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.

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

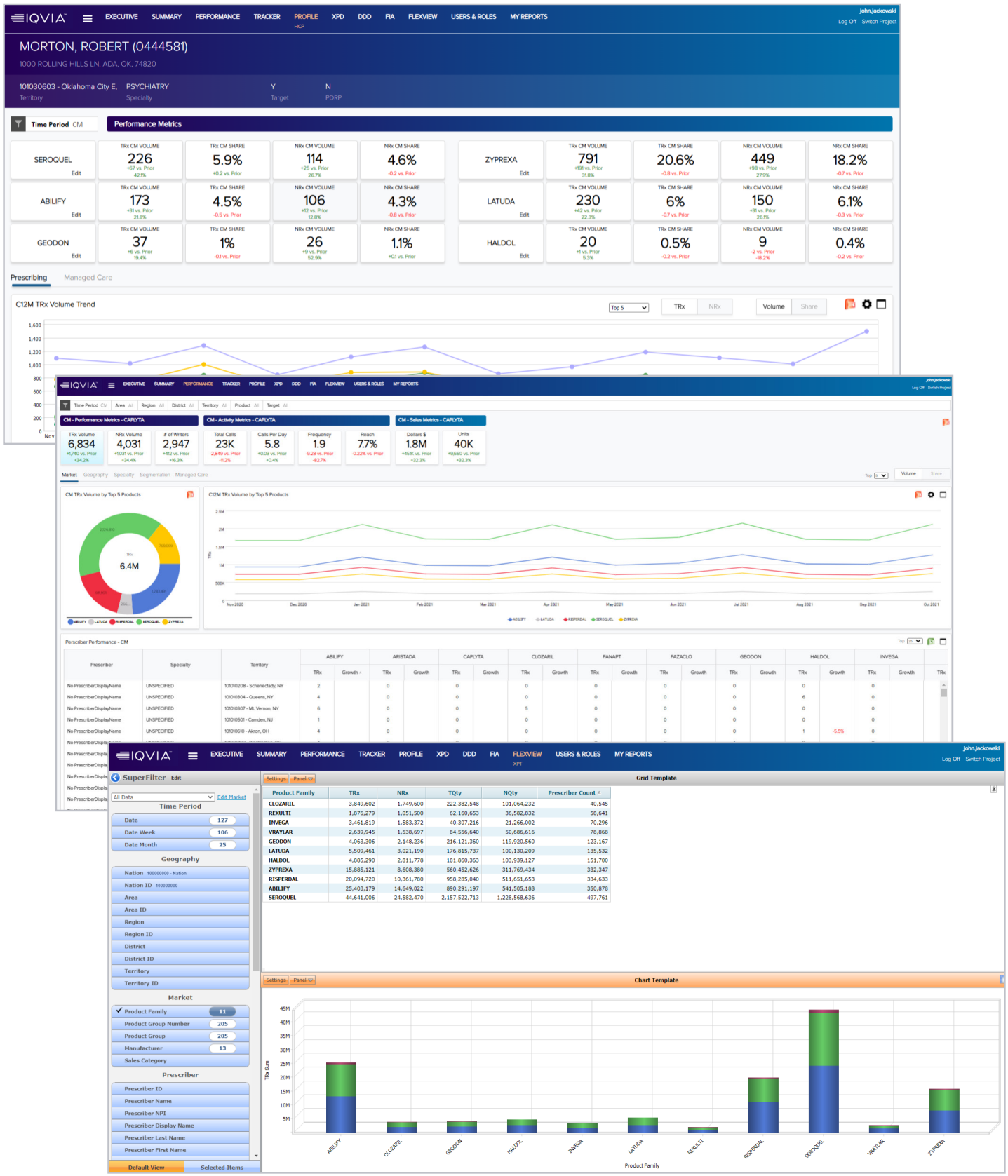
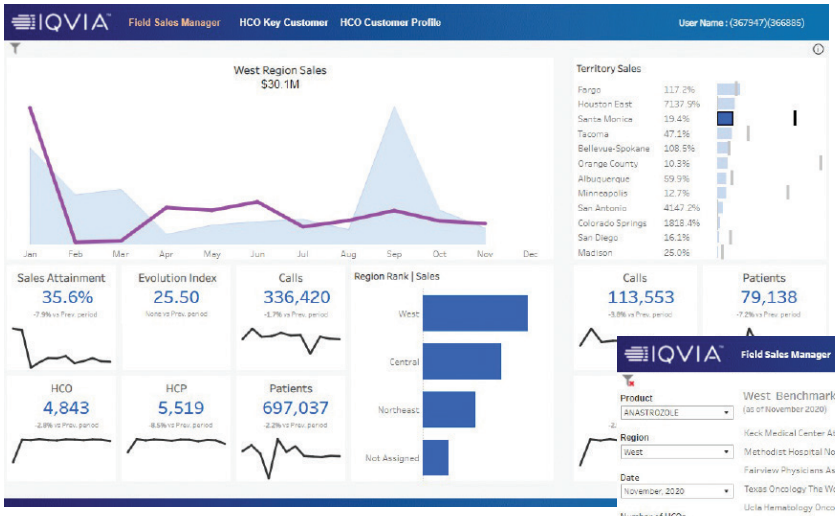
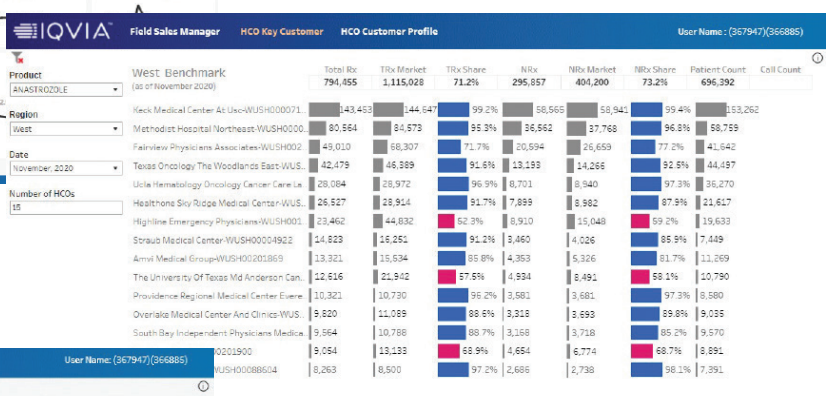
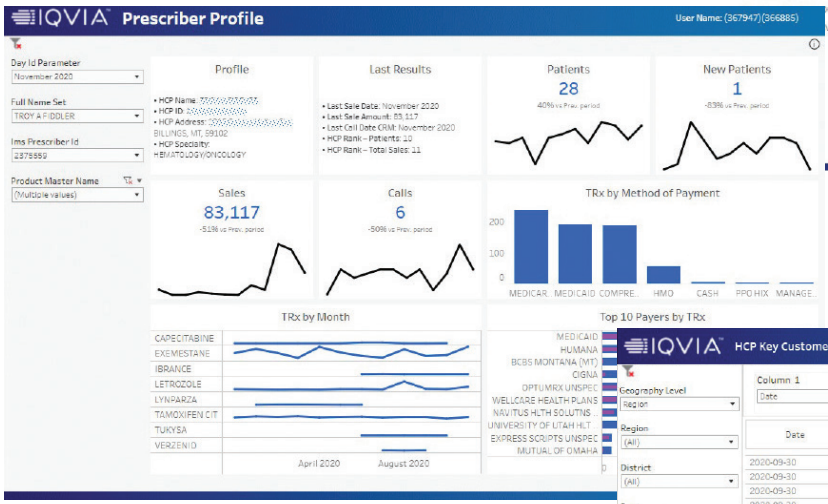
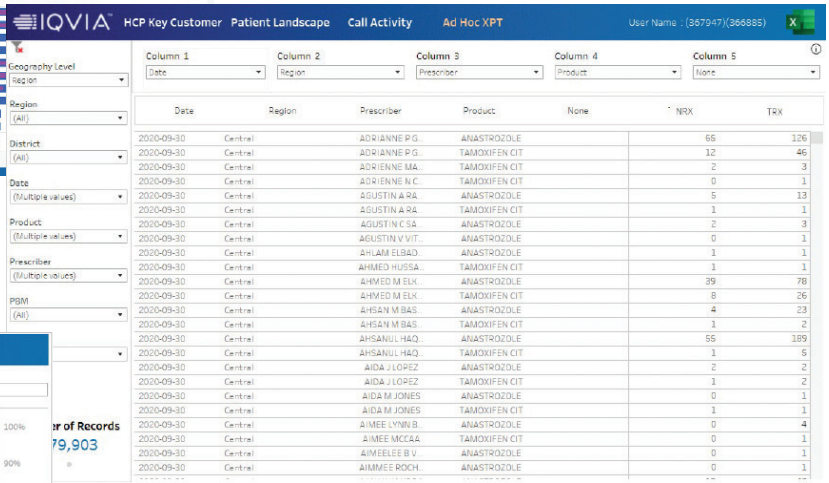


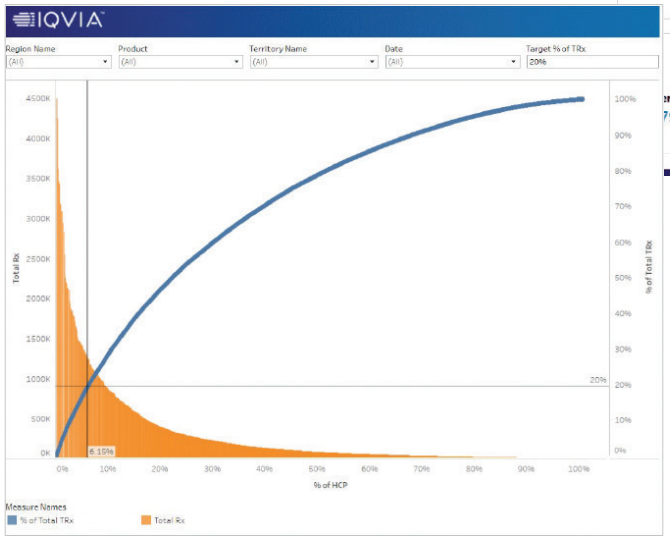
TABLEAU EXAMPLES











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.

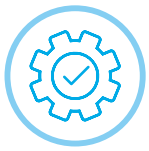
>25,000
Active solution users deployed across more than 500 customers

>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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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™**

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