

# The IQVIA Data Marketplace

*Enhancing the patient mosaic*

## Today's reality

**ACCESS TO THE RIGHT DATA IS CRITICAL BUT INCREASINGLY COMPLEX.**

Healthcare stakeholders are continuously challenged with the need for a more complete view of the patient journey in an environment with growing privacy restrictions, new payment and drug approval models, and emerging resources for patient education and care. Most companies still lack access, understanding, and clear insight into a universe of diverse, yet impactful, real-world information sources across alternative care settings, innovative care delivery methods, wearable devices, patient registries, and beyond.

Without access to these evolving and complex datasets, companies struggle with the lack of critical insights needed to make truly informed decisions and meet the strategic objectives that will positively impact and grow their business.

## The right solution – The IQVIA Data Marketplace

**SEAMLESS INTEGRATION OF EMERGING DATASETS TO ADDRESS NEW USE CASES IN AN EVER-SHIFTING PATIENT LANDSCAPE**

The IQVIA Data Marketplace provides easy access to a diverse and expanding list of emerging and innovative healthcare data partners with a broad range of multi-dimensional coverage, providing healthcare



organizations with a more complete, holistic view of the entire patient journey to better inform important business questions and address new analytical use cases in a rapidly changing patient landscape.

Powered by the IQVIA ecosystem and built on foundational information management technology, the Data Marketplace is the only federated data model that can easily integrate, layer, link, and tokenize all IQVIA curated, syndicated, located, and generated assets with newly emerging data sources like social determinants of health data, death index, genomic, long-term care, specialty, and more.

The Data Marketplace empowers customers to easily leverage IQVIA's delivery excellence, support framework, and industry-leading subject matter expertise to facilitate the delivery and interpretation of results without the burden of unexpected gaps in data or out-of-scope integration complications.

**Data Marketplace users can successfully leverage IQVIA related offerings** including but not limited to:

- Syndicated Data (Pharma Claims, Pharma Sales, Medical Claims, etc.)
- Analytics Engine
- Data Governance and Stewardship
- Integrated Data Platform (IDP)
- Master Data Management (MDM)
- Analytics Insights and Reporting (AIR)
- Data and Analytics Consulting Services
- Data Warehousing/Data-as-a-Service (DaaS)
- Data Integration
- HEOR (studies/engine)
- OneKey Reference Data

IQVIA’s underlying privacy-optimized de-identification technology and robust information management framework enables the continuous and rapid onboarding of new suppliers into the Data Marketplace. IQVIA customers will recognize value from the **single source of real-world data they benefit from today, now combined with access to a diverse selection of new data assets they need** to accurately address previously unanswerable questions.

As the most transparent and trusted source of data in the healthcare industry, only IQVIA has the unique ability to inform a more complete view of the patient across traditional healthcare and emerging data sets through our innovative, best-in-class Data Marketplace.

# IQVIA Data Marketplace

## TRADITIONAL DATA ASSETS

- Medical claims
- Health plan claims
- Rx claims
- EMR data
- Hospital chargemaster
- Promo audits



## EMERGING DATA TYPES

- Death index data
- Genomic data
- Aesthetic medicine claims data
- Lab data
- Long-term-care EMR data
- SDOH data
- Specialty focused claims data (dental, ophthalmology, physical therapy, etc.)



### DATA MANAGEMENT

Data integration, data governance (de-duping, cleansing), and MDM



### ANALYTICS AND TECHNOLOGY

Expertise in driving maximum value from acquired data assets



### PRIVACY FRAMEWORK

Minimized risk of patient re-identification, ensures adherence to U.S. and global regulations



### PATIENT LINKAGE TECHNOLOGY

A consistent patient token linkable to all IQVIA data assets and many partner data sets

## Core users

The IQVIA Data Marketplace can inform studies and commercial analyses that require comprehensive Real World Evidence Data across the following healthcare and life science sectors:

- Pharmaceutical
- MedTech
- Government
- Payers
- Providers
- Medical specialty societies
- Patient advocacy groups

## Delivery

The IQVIA Marketplace allows users to build and size customized patient cohorts by combining the available Marketplace supplier data along with IQVIA's traditional data.

IQVIA Marketplace supplier data can be packaged with or without IQVIA syndicated data assets and flexibly delivered via flat files or through other IQVIA delivery teams and supported applications.

## 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 data marketplace capabilities.

With easy access to real information, organizations get the reliable results 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, data marketplace, and information 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™](#)**