

# IQVIA's Data Stewardship Services

*Combining data expertise with data bridging technology to automate and accelerate the path to accurate and reliable data*

## Today's reality

Data needs and sources continue to increase exponentially, complicating data accuracy, compounding privacy issues, and making outdated data stewardship models unsustainable. Many companies still manage their data stewardship services through a mixed model of contractors and third-party vendors who lack an understanding of their business and data objectives.

They continue to struggle with overall data quality and throughput that is exacerbated by the lack of industry experience making it impossible for the existing team to meet their required commitments in an efficient and timely manner. As a result, teams are stuck working with poor quality or non-compliant data that can't accurately answer their critical business questions and ultimately puts their brand and organization at risk.

### CRITICAL IMPEDIMENTS TO OPTIMIZED DATA



#### Poorly defined data strategy

Under-utilization of data and siloed data assets, resulting in sub-optimal return on investment



#### Financial pressures to modernize

Total cost of ownership for governing, maintaining, and leveraging data is rapidly increasing



#### Poor data quality

Lack of data completeness, accuracy, and timeliness impacting the validity and trust of downstream insights



#### Fragmented data-related processes

Lack of connected, consistent, end-to-end processes for governing and managing data



#### Lack of accountability

Ad-hoc responsibility for operationalizing and monitoring necessary data governance and stewardship processes



#### Compliance risks

Inability to apply necessary control and policies to data, to ensure conformity to all applicable regulations

## The right solution — IQVIA Data Stewardship

By combining innovative technology and platform independent solutions with our deep understanding of life sciences data, the IQVIA Data Stewardship model is optimized to enable the delivery of high-quality, accurate data that shapes commercial strategy, levels up brand performance, and supports compliance.

Enabled by pre-defined master data management (MDM) algorithms that auto generate data matches, IQVIA's proprietary data bridging platform and methodology significantly reduces human error and the manual effort required to reconcile and match data records with 99.9%



**99.9% data matching accuracy**

accuracy, ensuring consistency and quality across all data processed and allowing for faster validation.

IQVIA leverages proven standard operating procedures (SOPs) and work instructions (WIs) along with a highly qualified team of data stewards enabling continued delivery of optimized data management models with the flexibility required to meet the changing demands and timelines of any business.

A Global Data Stewardship Operating Model means a quick response to new needs with the ability to onboard incremental data stewards for planned or unexpected spikes in data volume as well as the ability to create new dashboards and metrics that provide clear visibility into enterprise activity for all teams.



### ORGANIZATIONS USING IQVIA DATA STEWARDSHIP SERVICES BENEFIT FROM:



#### A flexible nearshore-offshore model

Provides skilled resources, language support, and regionally aligned time zone coverage, able to ramp up and down based on demand forecasts



#### Regional delivery centers

Providing **local language support and in-region business partnering**, local market knowledge, and rapid response to urgent requests



#### Offshore hub

Central delivery hub able to **support all time zones, supporting scale, and lower total cost**



#### SOPs

Every data stewardship activity is supported with robust SOP's and WIs to ensure a consistent standardized approach to the management of data



#### Defined data stewardship roles and responsibilities

Our stewardship set-up will create clearly outlined RACIs that define accountability aligned to tasks for each team member



#### Daily, weekly, and monthly performance reports

Daily and weekly metrics to measure throughput, defined SLA's and data quality. Monthly reports to assess trends and identify recommendations

## The IQVIA difference — Professional data stewards

IQVIA'S team of professional data stewards provide a deep knowledge of data domains to support all stewardship needs including customers, products, patients, payers, affiliations, and transactions. Our team of data stewards works seamlessly across platforms and ecosystems to support a variety of use cases and can apply their expertise to:

Manually resolve (fuzzy and grey match) auto match and merge candidates

Process and validate data change requests

Submit and manage primary research

Research records and/or submit tickets as needed

Ad-Hoc file and list processing

Data quality checks and updates

# Why IQVIA for data stewardship?

## Expertise across domains and platforms that accelerate the path to reliable data

### Span technology platforms

Supporting stewardship needs across the data management ecosystem, working with MDM, CRM, data cataloging, and customer platforms

### Experience you can count out

We have a highly skilled global team implemented in a scalable and customized staffing model, enabling seamless management of your stewardship and change management needs



### Process accelerators

Leveraging automation, proprietary tools, and proven processes to enable faster processing of requests to deliver powerful benefits to our clients

### Focused on life sciences

We support more than 40+ global large, mid, emerging pharma, medical device, and healthcare companies across the U.S., Canada, LATAM, EMEA, and APAC

### We understand your data and needs

We have deep life science data domain knowledge to assess your data governance operating model and remediate any potential challenges, before they become risks — solutions not problems

## Accelerating resources include

- IQVIA Data Factory and extensive network of internal subject matter expertise
- Proprietary automation to accelerate data stewardship
- Trusted online data sources and established phone validation network
- Over 100 experts globally supporting our customers programs

## Related IQVIA offerings

- OneKey Reference Data
- Data Bridging
- IQVIA Data
- Data-as-a-Service
- Data Governance & Stewardship
- Data Catalog Optimization Solutions
- Integrated Data Platform (IDP)
- MDM
- Outlet Management
- IQ2020/Orchestrated Analytics
- Analytics Insights and Reporting (AIR) and Third-Party Tools
- Data and Analytics Consulting Services
- Specialty Data Aggregation and Integration Services

## Core users

Commercial Operations Leaders

Sales Operations Leaders

Key Account Managers

Commercial IT Leaders

Data Governance Leaders

## Why IQVIA

As healthcare's vital partner with more than 60 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their Data Stewardship capabilities.

With easy access to business relevant 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

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

**Contact us about IQVIA Data Governance and Stewardship Services**



## 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](#)