

# IQVIA Health Business Analysis Services

*Close critical business gaps across commercial operations domains*

## Today's reality

Many healthcare organizations have limited time, money, and necessary resources to thoroughly generate, document, and trace the specifications and requirements needed to implement critical business solutions.

To compensate, they need a strategic partner who understands their business and can fill those gaps, including gold standard research, documentation, and testing services and they need it all done in the most cost-effective way possible.

## The right solution — IQVIA Health Business Analysis services

IQVIA Health Business Analysts are exceptionally qualified and uniquely positioned to help organizations across a variety of commercial operations domains, including field force enablement, brand planning and forecasting, and market access. Only IQVIA can quickly identify and align with required business objectives and then leverage a vast network of industry experience needed to remove the hassles inherent in managing requirements cultivation, documentation, design, and testing so that internal teams can spend time where they need it most, on the management of their commercial operations.

### Domain expertise to answer the most critical business questions:



#### Field force enablement

- How can I find the healthcare providers (HCPs) that will be the best targets for my new campaign?
- Are my reps performing to goal? How can I let them know where they stand?
- What is the market activity at my key accounts? What messaging should I prioritize at this IDN?



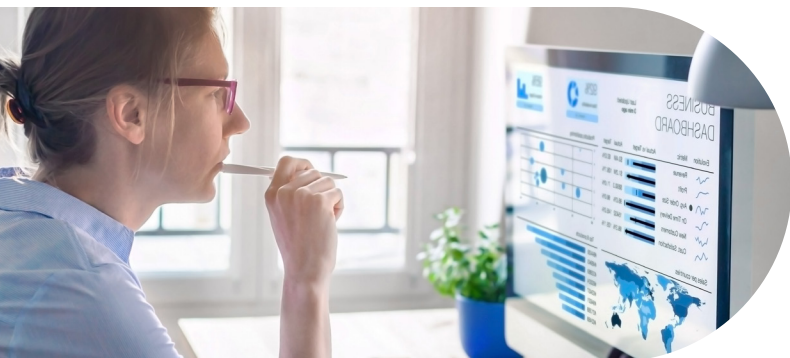
#### Brand planning and forecasting

- What is the forecasted growth of the disease or market segment of my product?
- How many treated adult patients are there for our target indication?
- Which brands have been driving growth in our key therapy area and what are the critical success factors?



#### Market access

- Which payers are driving my market share?
- What are the obstacles I'm seeing in my patient assistance program?
- Are treatment pathways and IDN policy impacting access at my key accounts?



# Capabilities and competencies

IQVIA Health Business Analysts save time with the delivery of tailored reports and models providing solutions that can be used directly to improve operations or develop and plan a complete end-to-end strategy that includes:



**Workflow support:** Provides a report-based deliverable, supporting your workflow with no additional need for analysis.



**Analytical resource:** Guarantees a highly experienced team that will deliver evidence-based insight to inform your decision making.



**Benchmarking and market analysis:** Source of business analysis information by comparing a specific process, system, product, service, or structure with some external baseline, such as a similar organization or baseline provided by an industry association. Market analysis is used to determine what customers want and what competitors provide.



**Business rules analysis:** Identify the rules that govern decisions in an organization and that define, constrain, or enable organizational operations.



**Concept modeling:** Identify key terms and ideas of importance and define the relationships between them.



**Data modeling:** Understand entity relationships during elicitation.



**Focus groups:** Identify and understand ideas and attitudes from a group.



**Interface analysis:** Understand the interaction, and characteristics of that interaction between two entities, such as two systems, two organizations, or two people or roles.



**Mind mapping:** Generate many ideas from a group of stakeholders in a short period, and organize and prioritize those ideas.



**Process analysis:** Understand current processes and to identify opportunities for improvement.



**Prototyping:** Elicit and validate stakeholders' needs through an iterative process that creates a model of requirements or designs.



**Information integration:** Takes into consideration multiple sources of information and can integrate a wide range of data sources to fully address your questions.



**Rapid turnaround:** Ensures the delivery of fast answers and offers flexibility to meet the most time sensitive deadlines.



**Brainstorming:** Generate many ideas from a group of stakeholders in a short period, and organize and prioritize those ideas.



**Collaborative games:** Develop a better understanding of a problem or stimulate creative solutions.



**Data mining:** Identify relevant information and patterns.



**Document analysis:** Review existing systems, contracts, business procedures and policies, standards, and regulations.



**Journey mapping:** Visualize a process that a person goes through to accomplish a goal.



**Interviews:** Ask questions of stakeholders to uncover needs, identify problems, or discover opportunities.



**Observation:** Gain insight about how work is currently done, possibly in different locations and under different circumstances.



**Process modeling:** Elicit processes with stakeholders during elicitation activities.



**Survey or questionnaire:** Elicit business analysis information, including information about customers, products, work practices, and attitudes from a group of people in a structured way and in a relatively short period of time.



**Workshops:** Elicit business analysis information, including information about customers, products, work practices, and attitudes from a group of people in a collaborative, facilitated way.

## 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 our connected intelligence framework to 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.

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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](#)