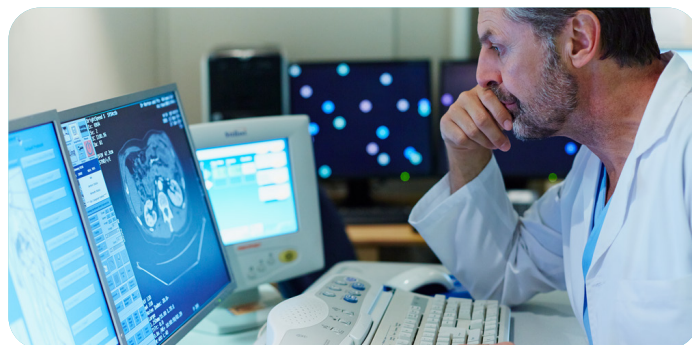


IQVIA MedTech Market Activator

Optimize commercial effectiveness with customer-centric insights for precise targeting, faster decision making, and better customer engagement in a self-service, easy to use, web-based application purpose-built for medical device and diagnostic companies.



Today's reality

A growing need for reliable, accurate, and consistent data with clear insights and easy-to-use visualization tools has become critical for MedTech teams looking to maximize market opportunities and customer engagement.

Industry challenges include:



Healthcare provider (HCP) engagement and access

The mix of personal (in person) and non-personal (virtual) HCP engagements and HCPs' preferences for receiving information to make better healthcare decisions are evolving. This shift has created a high emphasis on field sales teams to improve time management and engagement strategies.

With accurate, timely, and easily actionable information on providers as well as other important decision influencers, sales teams can call plan and contact buyers where and how they want to be engaged.



Lack of visibility into site of care changes

Changes in reimbursement and increased patient engagement in disease management and treatment are driving shifts from acute to outpatient settings that can be hard to track. Lack of market visibility has led to sub-optimal investment prioritization and a delayed reaction to market changes, resulting in missed opportunities.

Understanding evolving trends in procedure volumes at the site level allows for an understanding of channel shifts and needed prioritization.



Poor data quality and stakeholder insights

A discomfort exists that data is not accurate due to lags in recency, lack of granularity required for specific needs, incomplete data sets, and general errors.

MedTech organizations need access to claims and reference data that is purpose built for them across stakeholders such as healthcare organizations (HCOs) — e.g., IDNs, hospitals, ASCs, physician offices — and HCPs that allows for productive and fast engagement based on trusted and insightful information.



Changing market dynamics

Uncertain economic market conditions and forecasts have led to cost reductions and tightened budgets. Sales organizations can increase their effectiveness and make the most of their resources by quickly leveraging MedTech-relevant customer information to determine who to engage with and how.

The right solution – IQVIA MedTech Market Activator

It's time for more intelligent insights.

By delivering timely, consistent, and transparent reference and claims data with unparalleled connectivity and interoperability, the IQVIA MedTech Market Activator platform makes it possible for teams to access on-demand, analytics-driven, customer and territory insights that can help expedite the ability to accurately target new and existing customers and identify new market opportunities.

With real-time analytics in a self-serve Software as a Service (SaaS) environment and advanced integration capabilities, this foundational data-to-insight solution can be leveraged end-to-end or scaled to fill specific capability gaps that meet the needs of MedTech organizations throughout their sales and marketing journeys.

With this platform, organizations gain better insights from their data and into the markets they serve so teams can work smarter, make more informed decisions, and accelerate their return on investment.

MedTech Market Activator modules

Healthcare Organization Activator

Optimize MedTech sales and marketing productivity by enabling identification, profiling, and connectivity to key

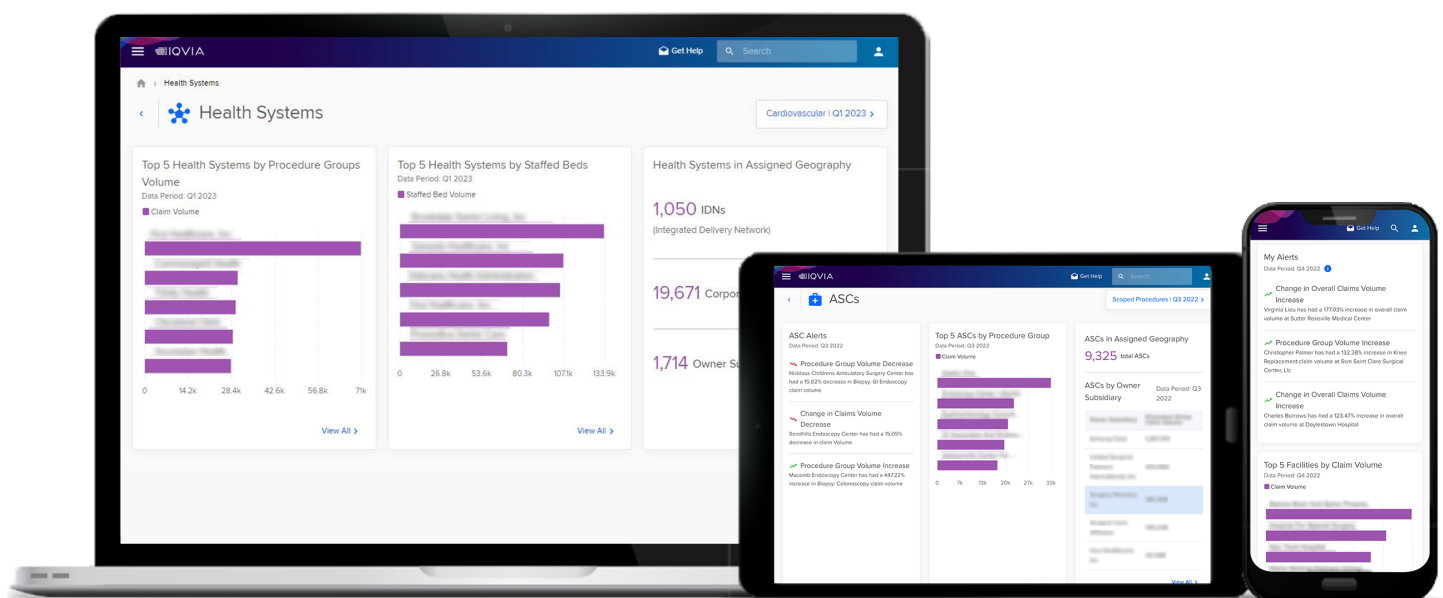
facility customer targets (e.g., hospitals, ASCs, physician offices, IDNs) via actionable insights from procedure volume, quality measures, installed technology software, Open Payments data, and IQVIA's industry leading claims and OneKey reference data. Track evolving site of care trends and evaluate procedures leaking from one facility to another. Activate targeted messaging with human-verified contact information from key decision makers in hospitals and IDNs.

Healthcare Provider Activator

Increase sales and marketing productivity by enabling identification and segmentation of key physician and mid-level provider targets via actionable insights from analysis of procedure volume, Open Payments data, fellowship details, clinical trial and publication authorship along with IQVIA's industry leading claims and OneKey reference data. Engage quickly with customer subscribers who have opted-in to receive email campaigns for precise, targeted outreach.

Business Data Analyzer

Direct decision making and investments with rapid strategic market, trend, and opportunity assessments. Generate ad hoc reports from this natural-language-based query tool to access claim history at the individual code level and take a deeper dive into both publicly and privately sourced profile attributes for HCPs and HCOs.



Use cases

The primary business application for sales effectiveness includes targeting, profiling, and opportunity assessment. The tool provides a single source of truth across the organization.

The platform is built on a common set of IQVIA market intelligence datapoints, with views and insights tailored to the needs of each business function, including:

- Customer segmentation and profiling
- Customer engagement
- Market/opportunity sizing
- Procedure volume trend analysis
- Business performance evaluation

Future enhancements

Contact us to learn more about our ability to integrate your data and learn about our future enhancements.

Core users

- Sales leadership
- Field sales and account management
- Commercial and sales operations
- Marketing leadership
- Commercial strategy
- Data analytics

Related IQVIA offerings

- Omnichannel Digital Engagement Solutions
- Hospital Procedure and Diagnosis Data
- Orchestrated Customer Engagement
- Channel and Specialty Data Services
- Custom Data Strategy Consulting
- Business Analytics Consulting
- CRM Integration
- Medicare Part B

Why IQVIA MedTech

IQVIA MedTech is a global strategic partner for accelerating MedTech innovation. By intelligently connecting the right insights, technology, and MedTech expertise, we help enhance healthcare outcomes of the **medical device and in vitro diagnostics industries**. Our market leading and specialized solutions and services help **boost product strategy** with advanced data driven insights, **optimize clinical success** with accelerated trials and real-world evidence, **streamline efficient pathways** for regulatory approvals, **ensure compliance** with comprehensive cloud-based solutions and field recall, and **maximize business performance with augmented team** solutions along the complete product lifecycle.

