

Precision Targeting for Sales and Marketing

Reaching the right facilities and the right physicians at the right time to get your devices and diagnostics into the right hands

Today's reality

The healthcare industry is seeing a significant shift in the number of elective procedures and procedures that were historically performed in a traditional hospital to now being [performed at other sites of care](#). A higher volume of patients and physicians are opting for alternative outpatient care facilities (e.g., Ambulatory Surgery Centers (ASCs)) where they can expect lower costs and more flexibility in scheduling procedures, specially, post-COVID-19 pandemic and the rise in surgical procedures backlog. This change is not only being driven by physicians and patients, but also by payers who are encouraging the shift of procedures from their inpatient-only or hospital-only to other facilities of care and [enacting policies](#) to further drive this market dynamic.

Frequently asked questions

Which county has opened up elective procedures?

How can I estimate the demand of future surgeries?

What is the impact of the pandemic on patients with private insurance?

How many patients are new versus deferred?

How shall I manage my supply chain to address varying demands from states?

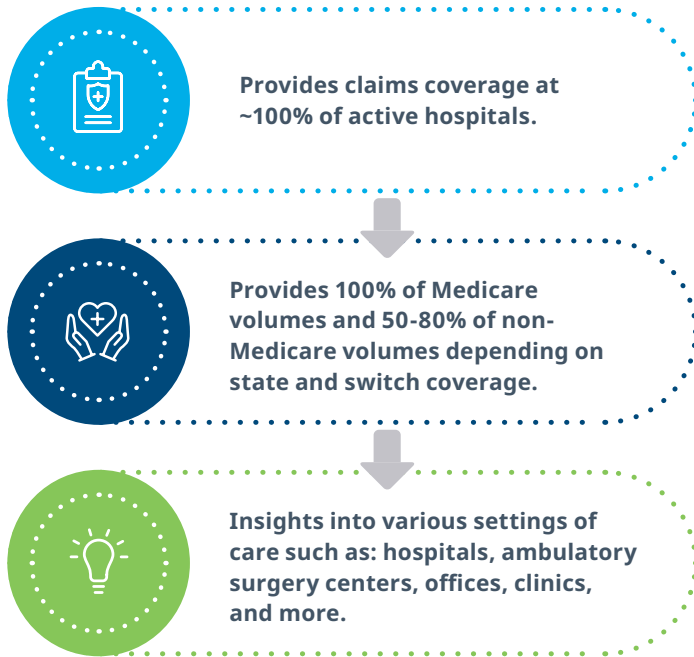
For companies operating in this space, understanding the effects of these behavioral and infrastructural changes continues to be an important center of focus and challenge — increasing the need to identify these facilities, physicians, diagnoses, procedures, and treatments confidently and seamlessly. Gaining access to these data insights to support business objectives (including supply chain, manufacturing, sales, and other corporate strategies) are key to growing your business in this space.

The right solution

IQVIA's HPD Performance Management Solution is a customized suite of Profiling and Targeting Solutions that provides accurate, claims-driven intelligence. This tool generates reports created with patient-level claims data that identifies healthcare professionals and facilities in which they are diagnosing and performing procedures.

The HPD Profiling and Targeting Solution leverages an integrated data mart that is specifically designed to meet the reporting and analytics needs of stakeholders across the organization, all drawing from a single source of truth. With fully customizable outputs from the IQVIA suite of Profiling and Targeting Solutions, you receive precise and reliable data to create cost-effective and efficient sales and marketing approaches, backed by the confidence of industry leading claims coverage.

HPD profiling and targeting solution



Data sources and timing

Data are available at the national, state, and county levels, and include information on all sites of service and are sourced from open claims in the market's largest and broadest compendium of switches, updated weekly. These claims can be used to glean insights on the following schedule:

National-level surgical insights are now available in

4 weeks





State- and county-level insights are now available in

6-8 weeks

Hospital- and practitioner-level insights are still available in

9 months

Key business uses and applications

BUSINESS USE	APPLICATIONS
 Practitioner targeting	<ul style="list-style-type: none"> Identify target practitioners and quantify volumes. Determine physician-level market share. Identify new physicians as they adopt. Identify upstream and downstream practitioners that can drive demand for your products.
 Organizational targeting	<ul style="list-style-type: none"> Identify target facilities (like hospitals, dialysis centers, ASCs, skilled nursing facilities, and other settings of care), and quantify volumes. Determine market share within facilities. Track the adoption and shift of procedures. Quantify trends by payer, IDN, and GPO and use this data to inform contract negotiations.
 Segmentation	<ul style="list-style-type: none"> Understand the needs of underserved markets. Optimize sales territory planning and effectively deploy your sales force. Develop appropriate messaging for unique customer groups.
 Business and corporate development	<ul style="list-style-type: none"> Identify procedures performed by your target customers and align development initiatives accordingly. Explore new markets: Determine size and opportunity for white space markets. Target fast-growing markets.

Delivery expertise

The IQVIA MedTech team customizes reports to ensure the highest relevancy to our customers. This creates specific outcomes that efficiently address your use cases and needs.

Before presenting data, anomalies and factors that might make the data misleading are identified. For example, states that take longer to send data for compliance reasons should add a few weeks to get a true view of the market. Data is delivered in a simple, easy-to-view format so you can use it in your own systems and support multiple business units. Weekly or monthly updates show how the market is evolving in real time, and historic data through 2018 is available to track trends.

The IQVIA MedTech difference

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 for the medical device and diagnostic 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.



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](#).