

IQVIA's Provider Strategy Solution

A granular view of provider activity to drive growth from strategic and competitive intelligence

IQVIA's Provider Strategy Solution (PSS) enables provider organizations to analyze curated datasets to generate actionable, strategic, and competitive insights that are not based solely on a customer's data. PSS delivers a deep, holistic view of the provider landscape, including provider actions, behaviors, and patient panels that otherwise would not be visible. The Provider Strategy Analytics Suite helps organizations generate intelligence in a user-friendly, SaaS-hosted set of BI dashboards.

Today's challenges

- Lack of visibility into providers' referral patterns and behaviors.
- Lack of reliable data to minimize patient leakage and maximize keepage.
- Incomplete view of provider prescribing activities and behaviors for key medication categories, by geographic area.
- Difficult to understand provider supply.
- Gaps in information to support provider engagement strategies and tactics.

Unparalleled data



>90% of all retail Rx claims



1.6B medical claims



10.8M healthcare professionals



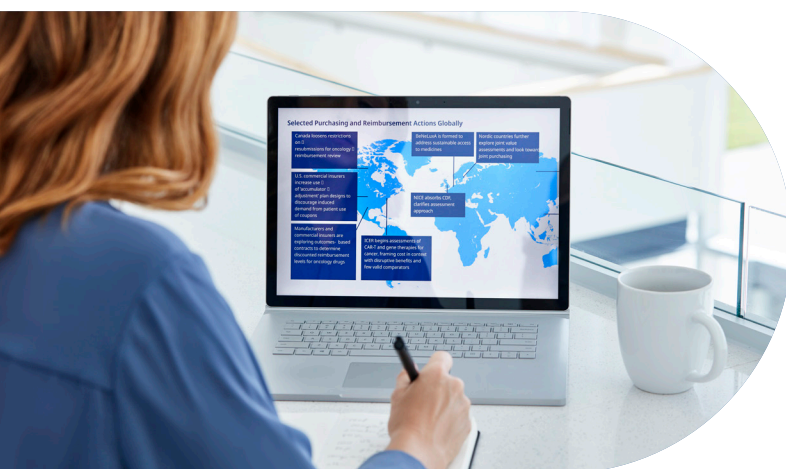
751K healthcare organizations



5.9M provider affiliations



>300M anonymized patients



IQVIA difference



IQVIA's health information ecosystem.



Provider segment subject matter expertise.



Proprietary methodologies and analytical modeling.



IQVIA's Precision Referral Intelligence



Dedicated customer support and services.

Delivery information

PSS has two primary components: Provider Strategy Data Extract (PSDE) and Provider Strategy Analytics Suite (PSAS)



Delivered as a flat file via numerous methods including SFTP, S3, and Snowflake via IQVIA's DaaS.



Delivered as SaaS-hosted dashboards via IQVIA's Customer Portal.

Related solutions

PROVIDER STRATEGY SOLUTION

Gain visibility into provider profiles, referral patterns, procedures, and prescribing behaviors to maximize your growth strategy.

CUSTOMER RELATIONSHIP MANAGER

Integrate predictive analytics and IQVIA's industry-leading solutions to optimize patient engagement strategies.

PROVIDER RELATIONSHIP MANAGER

Evaluate all provider touchpoints to maximize provider engagement by leveraging IQVIA's data assets and subject matter expertise.



MARKET STRATEGY SOLUTION

Analyze market dynamics and provider trends, behaviors, and activities at the geographic level to inform your strategy and decision making.

CAMPAIGN PERFORMANCE ANALYZER

Measure and optimize campaign performance to improve return on investments.

Customer benefits

CUSTOMER NEED	CUSTOMER BENEFIT
More data to generate actionable strategic and competitive intelligence.	Increased visibility into claims activity, in addition to your own data, to drive growth.
Understand referral patterns to enable informed decisions to drive growth.	IQVIA's proprietary Precision Referral Intelligence reveals who is referring patients and where they are being referred to help retain and keep patients.
Identify opportunities for growth , faster, based on referrals at the first treatment event.	IQVIA's proprietary Precision Referral Intelligence pinpoints the first treatment event with a new provider indicating an opportunity to take action when patients are making care decisions.
Expanded view across the care continuum.	PSS collates care details across the full continuum of care to help develop effective business strategies.

Data visualization

The image displays four screenshots of IQVIA data visualization dashboards:

- Provider Market Assessment:** Shows a summary of provider counts (73,519 Total, 36,488 Medical Doctors, 10,076 Extensions, 9,809 Other Providers, 2,334 Physicians) and various charts including Provider Specialty, Age Distribution, and Provider Past Retirement.
- Provider Loyalty Assessment:** Features a map of provider density across states (IOWA, OHIO, INDIANA, MISSOURI, KENTUCKY, TENNESSEE) and charts for Provider Loyalty by Network Status and Top 10 Most Loyal Specialties.
- Physician Profile - Patient Case Mix:** Displays observed patients (3,072) and provider details for a specific provider (ID: 923007143), including charts for Percent of Total Patients per Diagnosis Group, Patient Age, and Patient Gender.
- Practitioner Procedure Analysis:** Shows total providers (47,820) and procedure volume (92,538,886), with detailed charts for Service Category, Service Line, Procedure Volume by Age, and Procedure Code Group.

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