IQVIA

IQVIA Health Equity Insights Engine and Reporting Platform
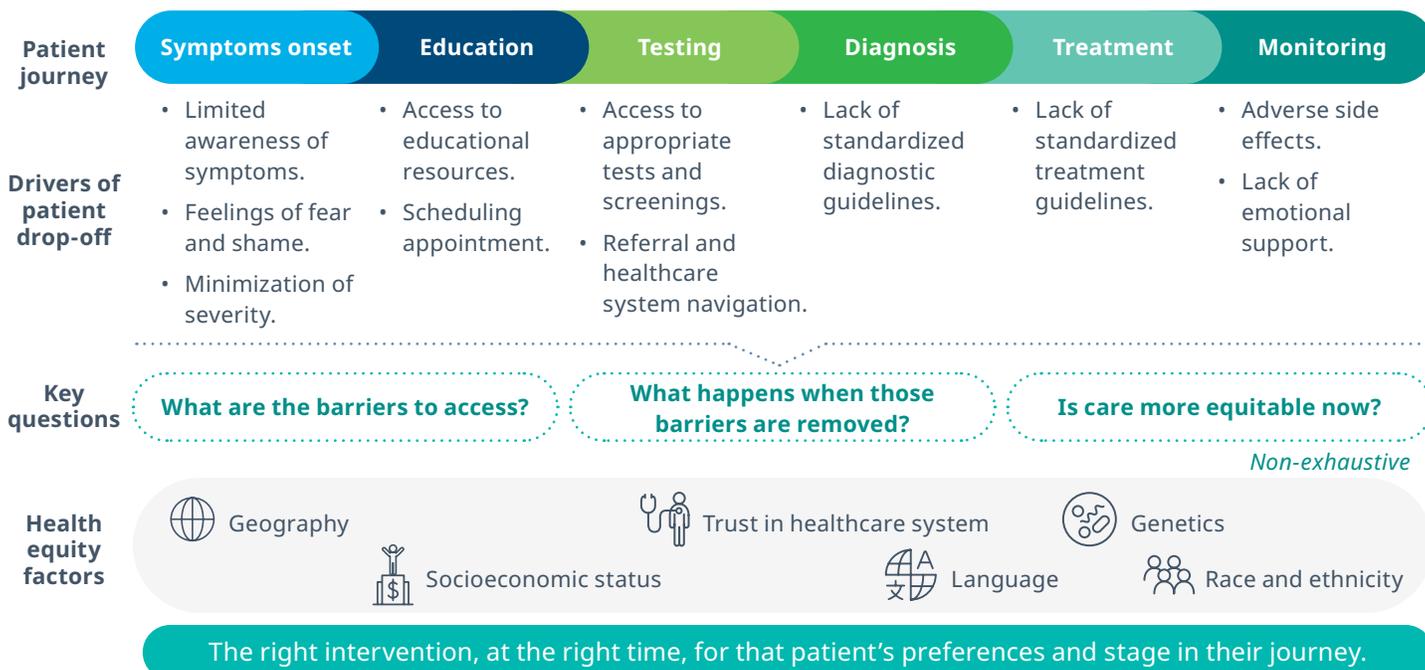
Precision intervention at scale

Current state: A fundamental shift from the healthcare professional (HCP) view to the patient

When it comes to health equity, traditional methods of gathering and analyzing data to address care gaps have been insufficient in terms of delivering meaningful insights. Historically, pharma companies have defined their brand strategy through the lens of the HCP, but the rapid and growing influence of patients and advocacy groups have changed that trajectory by driving strategy toward consumerism accompanied by a demand for a clear view into the value that justifies ever increasing drug costs.

The move to patient-centricity has been further accelerated by advancements in artificial intelligence (AI) and technology, the shift to competitive specialty product portfolios, and a recognition that meeting the needs of every patient is a requirement for long-term success which brings with it an increasing need for a broader and highly focused lens on health equity.

To that end, reframing health equity analysis with patient centricity in mind can help organizations better understand care gaps and the variety of underlying causes so new strategies can be developed to effectively address the problems.

Health equity is now a medical necessity which must be addressed by assessing the patient journey

Patient journey	Symptoms onset	Education	Testing	Diagnosis	Treatment	Monitoring
Drivers of patient drop-off	• Limited awareness of symptoms. • Feelings of fear and shame. • Minimization of severity.	• Access to educational resources. • Scheduling appointment.	• Access to appropriate tests and screenings. • Referral and healthcare system navigation.	• Lack of standardized diagnostic guidelines.	• Lack of standardized treatment guidelines.	• Adverse side effects. • Lack of emotional support.

Key questions	What are the barriers to access?	What happens when those barriers are removed?	Is care more equitable now?

Non-exhaustive

Health equity factors

Geography   Trust in healthcare system   Genetics

Socioeconomic status   Language   Race and ethnicity

The right intervention, at the right time, for that patient's preferences and stage in their journey.

Investing in health equity is critical for long-term success

Over the last decade, the push for diversity and equity in research and development (R&D) has been top-down, with regulatory bodies imposing their standards upon pharmaceutical manufacturers. As the healthcare industry inevitably pivots closer to total inclusivity, prioritizing health equity will become essential for accelerating financial success.

Embracing health equity presents a strategic business advantage. When companies adopt a targeted approach, they can expand their potential patient pool and enlarge their overall market reach. If commercial teams can't quickly and accurately identify and address care gaps, leakage points, and/or patient disparities, the result may be subpar brand performance and a loss of critical revenue opportunities into the future.

Health equity supports and accelerates commercial success

Therapeutic development with a health equity lens can drive growth across multiple domains, benefiting all stakeholders.

ASSET DEVELOPMENT				COMMERCIALIZATION	

Pre-clinical	Phase I/IIa	Phase IIb/III	Filing	Approval	
		Launch preparation		Launch	Measure

Identification of new Rx	Speed of trial recruitment	Speed of FDA approval	Successful launch	Business growth

Traditional and commercial success

Address unmet patient needs	Diversity trial recruitment	Targeted HCP engagement	Patient Advisory Group (PAG) collaboration	Improve patient outcomes

Health equity accelerants

The right solution — The IQVIA Health Equity Insights Engine (HEIE) and Reporting Platform

The IQVIA HEIE is a built-for-use data visualization tool that helps healthcare leaders quantify the patient funnel and allows users to prioritize geographic regions by identifying populations with the most risk of experiencing a care gap. Through advanced modeling, commercial leaders can understand what is driving risk and enable their teams to not only prioritize locations for intervention deployment but select the geographies that have the highest probability for successful outcomes and target solutions that are applicable to the specific driver of each care gap.

Why the HEIE?

The IQVIA HEIE enables personalized interventions at scale. Information can be delineated by disease, demographic attitude and ZIP3 to provide organizations with the information they need to understand U.S. care gaps for the diseases most relevant to their brand.
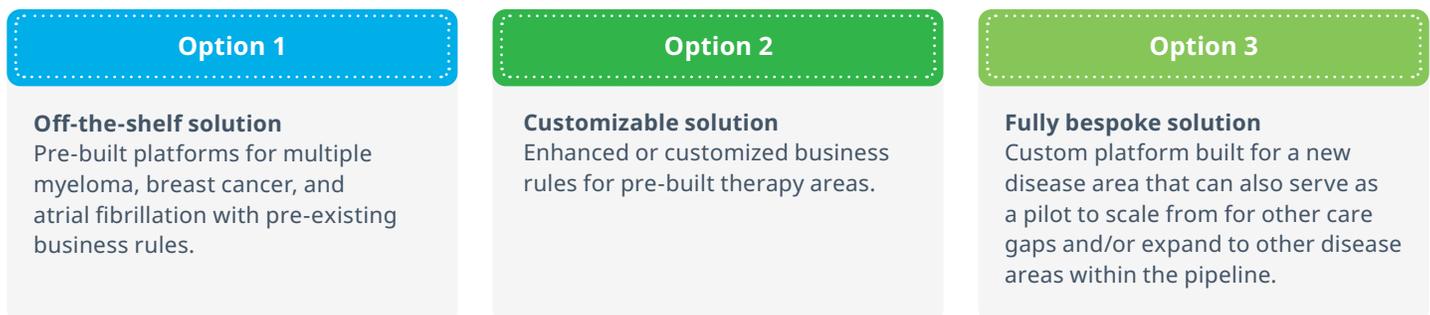
IQVIA's algorithmic approach enables precision intervention, at scale, by predicting which interventions would most effectively address leakage factors based on real risk drivers across social determinants of health (SDoH). The HEIE can also pinpoint ZIP Codes where patients are consistently lost and help commercial teams understand why across the entire patient journey from diagnosis through treatment and adherence.

IQVIA's dynamic profiling methodology integrates the right medical and consumer data, combined with the right business rules to conduct a thorough analysis that is truly fit-for-purpose. That means healthcare companies can better understand the drivers and gaps impacting their products and then visualize that data in a meaningful way to quickly identify problems and enable the right corrective actions.

A 5-step approach that can be applied to any disease

1	**2**	**3**	**4**	**5**
Leakage points	**Diagnosis codes**	**Claims and consumer data integration**	**Risk drivers**	**Visualization**
Identify leakage points of interest (e.g., treatment delay, drop-off from treatment, etc.).	Define business rules to collect specific patient cohorts of interest.	Integrate patient claims and consumer data mapped to ZIP3 level.	Perform logistic regression analysis to identify risk factors and risk scores at a state and ZIP3 level.	Visualize data to enable user application of insights for specific business questions.

The HEIE provides patient-level insights and solution options that scale with your organization's needs

Option 1	**Option 2**	**Option 3**
Off-the-shelf solution Pre-built platforms for multiple myeloma, breast cancer, and atrial fibrillation with pre-existing business rules.	**Customizable solution** Enhanced or customized business rules for pre-built therapy areas.	**Fully bespoke solution** Custom platform built for a new disease area that can also serve as a pilot to scale from for other care gaps and/or expand to other disease areas within the pipeline.

The health equity maturity curve

Health equity can begin at any level

Enterprise level

Outlining health equity goals for the organization to work towards and developing cross-functional tools. For example, rolling out goals to address health inequities at enterprise level.

Amgen hosts a health equity summit and has a history of partnerships to improve health equity.

Business functional level

Developing function-specific solutions that pull enterprise HE goals into actionable activities. For example, developing a marketing tool to inform tailored patient engagement.

J&J's Race to health equity is $100M enterprise-wide initiative to close racial health gap in the U.S.

Product and brand level

Solving for a specific product and brand use case. For example, identifying ill served patients not getting prescribed standard of care.

AZ Health Equity Advisory Council partners with community nonprofit programs, such as Geisinger Health.

Over time organizations embed health equity from bottom to top

Investment of resources

High maturity

"Investing in HE consistently across brands"

"Consistent enterprise-wide HE"

"Starting to invest in HE in specific area"

Low maturity

"HE not a priority"

"Starting enterprise-level HE"

"See benefit of HE but not yet investing"

Degree of adoption
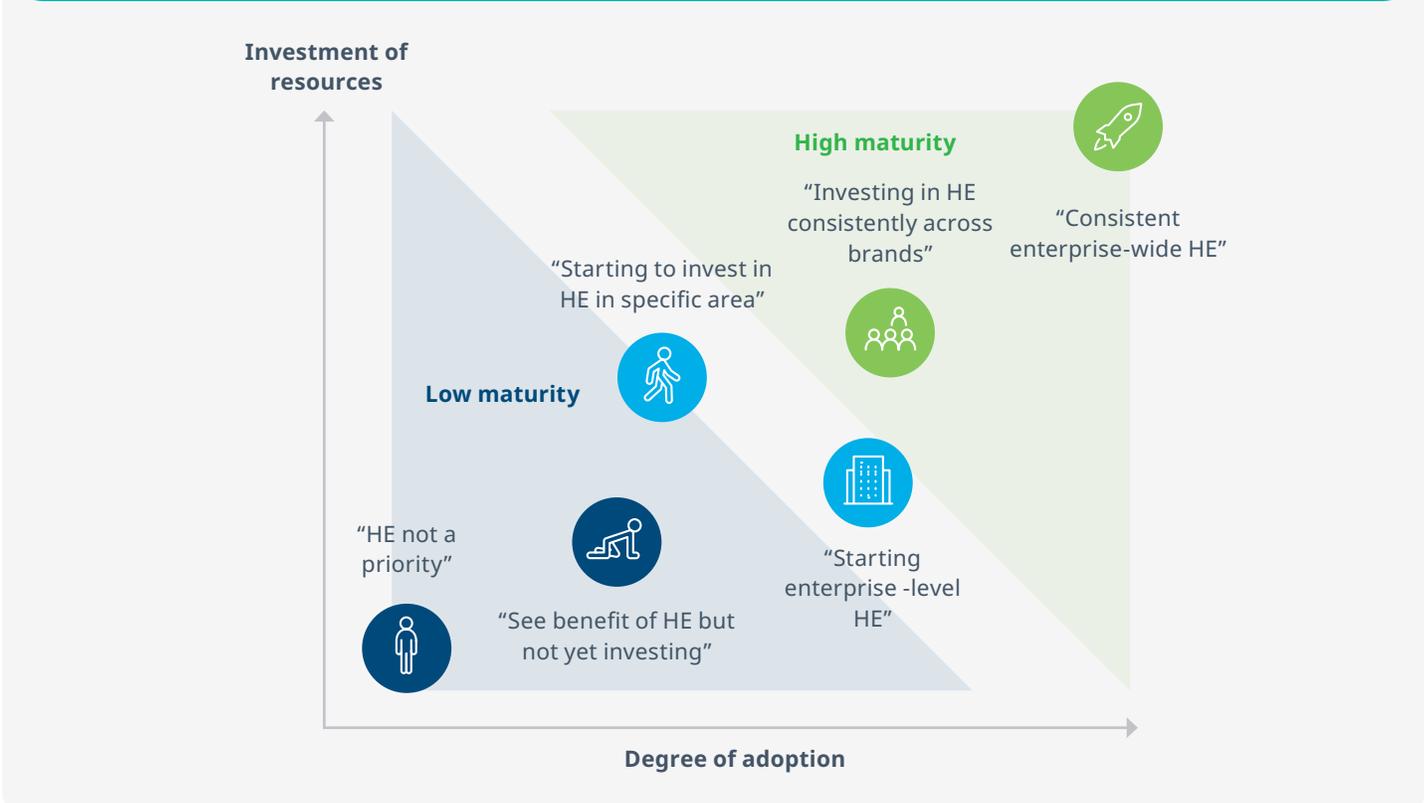
IQVIA's HEIE use cases

The right information on at-risk populations can catalyze patient journey enhancement across the product or service lifecycle.

Potential users	Use case	How the HEIE can help
Market access and launch	Define the most optimal **go-to-market strategy** for a product in a competitive, high-volume specialty and/or complex patient journey.	Understand the most **optimal go-to-market strategy** (e.g., regions, subpopulations) to engage underserved populations.
Brand and marketing	Identify the reasoning behind any **challenges to position** and/or improve a product **market value.**	Understand which subpopulations experience a challenge and the risk factors driving that challenge in order to drive tailored actions.
Insights and analytics	Improve **patient segmentation techniques**.	New way to do patient segmentation and **identify patterns** in the data.
Data leads and data strategy	Find new opportunities to **maximize the use** of a dataset.	Identify new ways to **cluster and interpret the data** to maximize its use.
Omni channel marketing	Design and **target communications channels** to provide the **right content** to HCPs and patients subpopulations.	Get a **hyper-targeted view of patient subpopulations** and enhance communications strategies (e.g., digital or face-to face services).
Medical affairs	Demonstrate and strengthen the **value proposition** of a product while **linking patients and healthcare outcomes** to unserved subpopulations.	Provide **tailored and data-driven clinical evidence** to strengthen the value proposition of a product.
Patient services	Tailor **patient-centric services** (e.g., reducing barriers to access a therapy) while reducing the cost of the services.	Identify and **match their portfolio** to specific subpopulations while ensuring the right **allocation** of their internal resources.
Forecast and demand planning	Develop **predictive models** to understand market behavior (i.e., treatment adherence, switching).	Patient profiling can support **modeling technics to identify behavioral outcomes** within regions and patient subpopulations.
Public health and policy making	• Enable the refinement of **integrated care systems**. • Evaluate policies and **intervention effectiveness** across regions and/or different health systems.	Provide an overview of a **personalized population segmentation** that can function as an **instrument for policy makers**.

Core users

The HEIE can be valuable across both medical or commercial functions, and used at brand, business, or enterprise level. It is intended to help organizations embed health equity easily and cost effectively anywhere it can add value.

Commercial brand directors	Data scientists
Brand planning teams	Market research professionals
Marketing teams	Commercial operations teams
Filed medical teams	Therapeutic area leads
Analytics teams	Forecasting leads

Related IQVIA offerings

- IQVIA Data — national and sub-national datasets including XPT, XPD, DDD, FIA, and LAAD

- Orchestrated Customer Engagement (OCE) Platform

- IQ2020/Orchestrated Analytics

- Analytics Insights and Reporting (AIR) Third Party Tools

- Data and Analytics Consulting Services

- Master Data Management (MDM)

- Data warehousing

- Data Integration

- Data Stewardship

- Integrated Data Platform (IDP)

Delivery method

This reporting solution is data and visualization tool agnostic and can be hosted and maintained by IQVIA or an individual organization.

Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their analytics and reporting capabilities.

With easy access to real information organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

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

For more information or to schedule a demo, please email **HEIE@IQVIA.com**.

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**.

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