

Take your Business Further, Faster with IQVIA's Commercial Analytics Libraries

Access a full-scale analytics solution that provides essential insights into all markets, therapeutic areas, and brands, right when you need it

Today's reality

Rapidly changing market and competitive dynamics are overturning established brand strategies, necessitating constant and significant investments in targeted studies. This requirement can shift focus and resources away from other projects that are already in progress.

As budgets dwindle, analytics teams are stretched thin trying to juggle priorities and allocate resources effectively to satisfy the demand for up-to-date and precise business insights. Faced with the decision to develop in-house solutions or to outsource for a more economical alternative, companies struggle to choose the best path for strategic decision-making. Tight deadlines further complicate matters, and analytics teams frequently grapple with fragmented data, hindering their capacity to provide meaningful insights that could influence pivotal business choices. The data provided by existing analytical tools is limited, offering only a narrow view of the purchased markets and brands. The ability to conduct cross-market analysis or to apply insights from similar therapies is beyond the scope of current solutions.

The right solution — IQVIA's Commercial Analytics Libraries

Now, every strategic decision can be guided by the insights needed to inform confident business decisions. IQVIA's Commercial Analytics Libraries allows you to find answers to critical business questions quickly, at a fraction of the cost of traditional offerings. With a comprehensive suite of libraries, this solution empowers effective and timely strategic decisions.



IQVIA's Commercial Analytics Libraries allows you to re-focus your time and energy from data processing to analyzing key performance measures, so you can make smarter decisions with the support of a trusted partner. Brand, Commercial, Market Access, Business Development, U.S. Forecasting, Patient Assistance, and Product Launch teams can all access IQVIA's Libraries to support individual insight needs as well as portfolio and enterprise-level questions. Create a consistent approach to analytics and reporting for the entire organization with this solution. With an IQVIA Commercial Analytics Libraries subscription, a dedicated Engagement Manager is assigned to your account to provide ongoing support and training. Allow your Engagement Manager to review your insight story, confirm methodology, and explore alternative analytics to support conclusions.

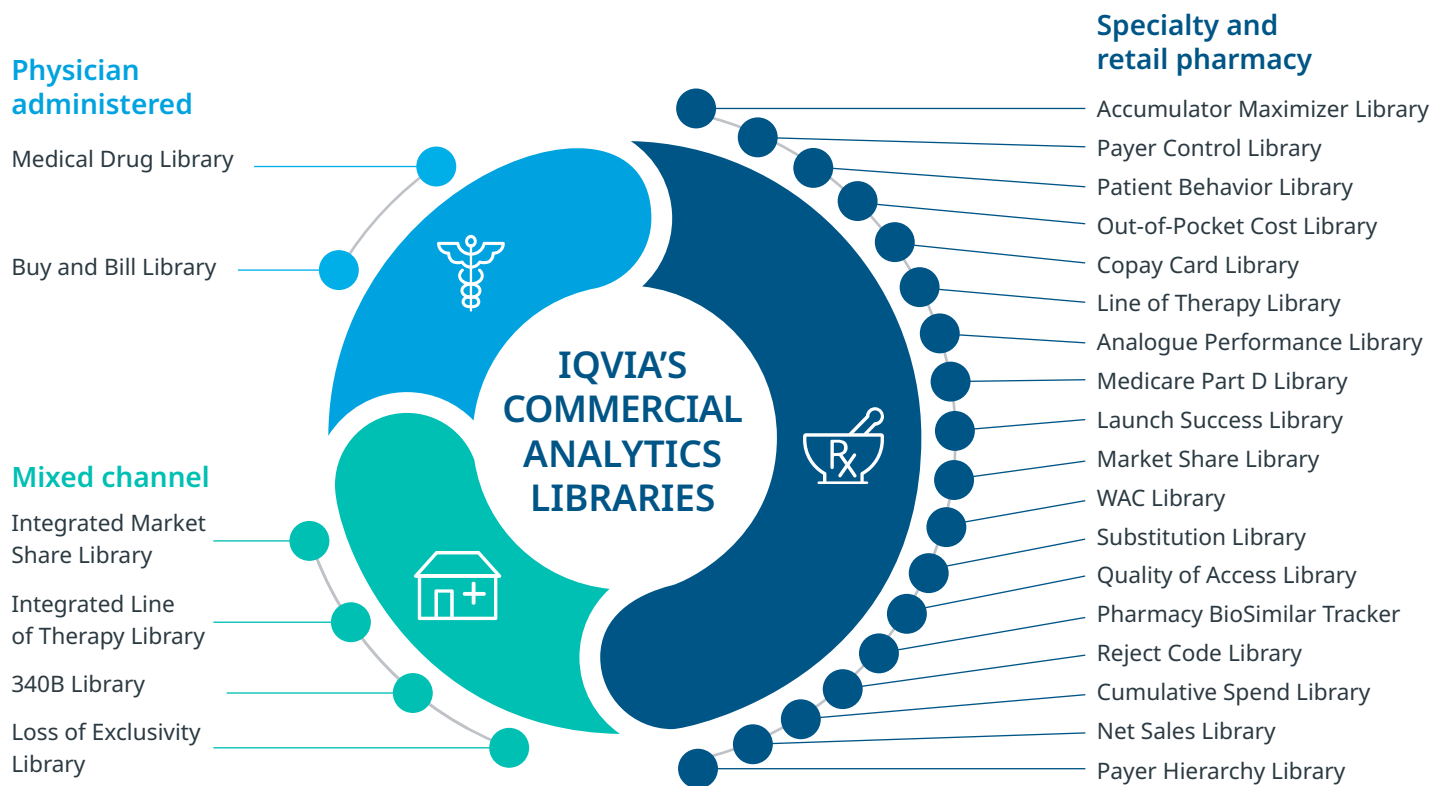
IQVIA's Commercial Analytics Libraries provides:

- Analytic findings in seconds
- Access to more than 8,000 brands across 70+ therapeutic areas
- Data on 46 billion Rx + 40 billion Mx patient-level claims
- Automated monthly data refreshes
- Quick download/export of data to MS Excel/ PowerPoint

Applicable business areas including:

- Market Access Insights and Analytics
- Brand Marketing/Insights/Forecasting
- Payer Access and Payer Contracting
- Patient Assistance/Programs
- Product Launch and Pipeline Management Teams
- Business Development

Discover new insights and make better decisions with IQVIA's Commercial Analytics Libraries



PREPARING FOR LAUNCH SUCCESS: A CASE STUDY

A global brand team delivered a preliminary first-year forecast for the planned launch of their new therapy. To ensure alignment with the forecast, the U.S. Product Launch team utilized IQVIA's Commercial Analytics Libraries to analyze the therapeutic area market landscape. After confirming expectations about the size of the market and growth trajectory (bottom-left graphic), the Market Access director discovered that assumptions around the average payer rejection and patient abandonment rates clearly did not align with the market realities (middle and right graphics). The U.S. Launch team was concerned that the inconsistencies would likely lead to missing the launch forecast and a lost opportunity to put in place the proper mitigating strategies to successfully compete in this market.

As a result of what was uncovered using IQVIA's Commercial Analytics Libraries, the Market Access director built an insight-based story to recommend an adjustment to the baseline forecast and updated the assumptions to reflect market realities. The realigned expectations helped to address both the concerns of the brand team as well as those of key stakeholders in the organization. That included changing contracting thresholds, updating patient affordability assumptions, increasing hub utilization, and identifying quick start launch targets where the environment was favorable for early success. Without the insights from the Commercial Analytics Libraries, leadership would have had a very different view of what launch success looked like and the performance of the U.S. Launch team.



Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA helps move the future forward with deep industry expertise and Connected Intelligence™ to power faster and more confident decisions. By providing simple, seamless, and immediate access to crucial market and competitive insights, you can uncover a deeper understanding of your customers needs to deliver better results for your business.

Additional IQVIA offerings

- Strategic Consulting engagements
- One-time (ad hoc) data extracts to answer specific business questions delivered in MS Excel
- Business Insight studies delivered in MS PowerPoint

Delivery method

IQVIA's Commercial Analytics Libraries is offered on a software as a solution platform. In most cases, customers will have access to this solution within 5 business days.



Enhance your insights and accelerate your decisions with IQVIA's Commercial Analytics Libraries