

IQVIA Data Device Link

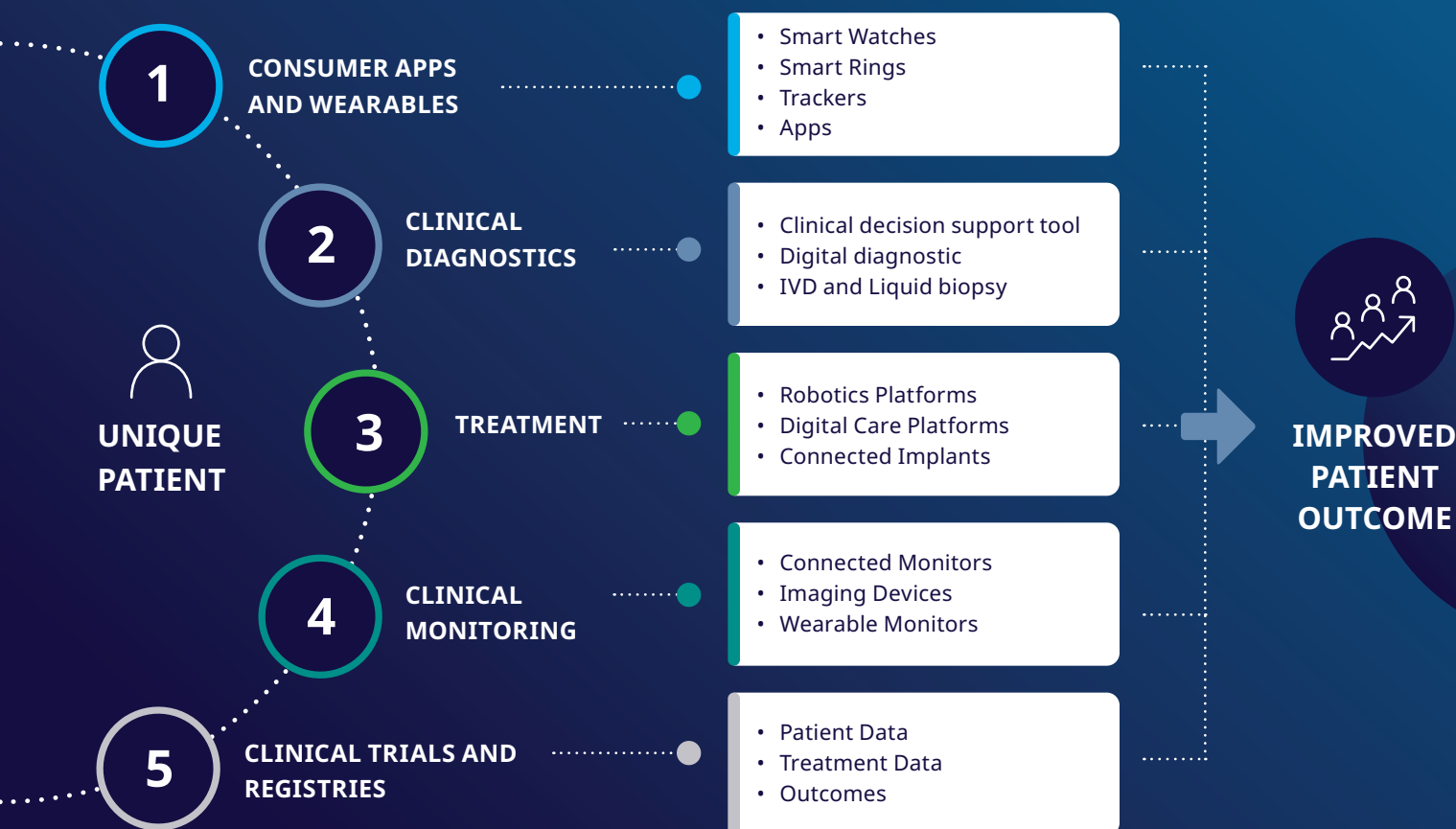
Extract real-world insights by connecting medical device data to the full patient journey

IQVIA Data Device Link connects the data generated by medical devices and diagnostics with IQVIA's healthcare and outcomes data to reveal individual, anonymized patient-level insights. Medical device manufacturers will be able to see what happened along the patient journey before and after their device was used in a healthcare setting.

Consider a device such as a continuous glucose monitor, which tracks a patient's glucose levels, time in range, and issues alerts. With IQVIA Data Device Link, the manufacturer can now gain deeper insights into the patient population, including demographics, comorbidities, overall healthcare utilization, associated costs, medication usage, and diabetes-related complications.

A UNIQUE COMMON LINK: THE PATIENT

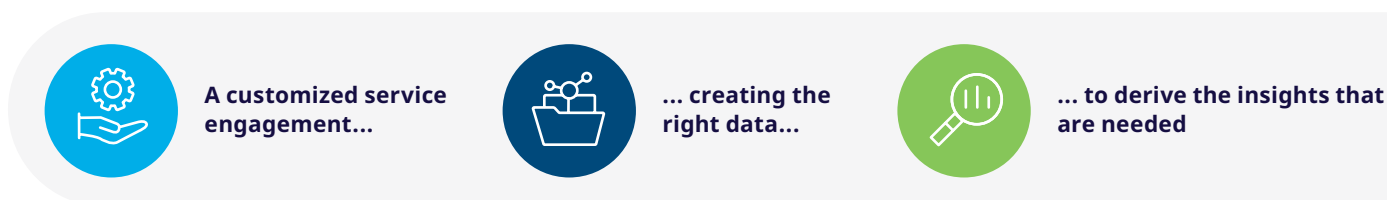
IQVIA Data Device Link allows creation of datasets at the patient level to make the most of data coming from consumer apps and wearables, clinical diagnostics, therapies, clinical monitoring, and trial and registry data.



How does IQVIA Data Device Link work?

IQVIA can ingest data from any manufacturer, anonymize patient identifiers, and securely link it to its industry-leading real-world data assets—including claims, prescriptions, lab results, and electronic medical records (EMRs). Using advanced encryption techniques, IQVIA protects sensitive data points such as first name, last name, and ZIP code, ensuring that personal information remains secure and undisclosed. A unique token is then generated to enable high-confidence data matching, in compliance with stringent data privacy and management standards. Once linked, customers gain a comprehensive, de-identified view of the patient journey.

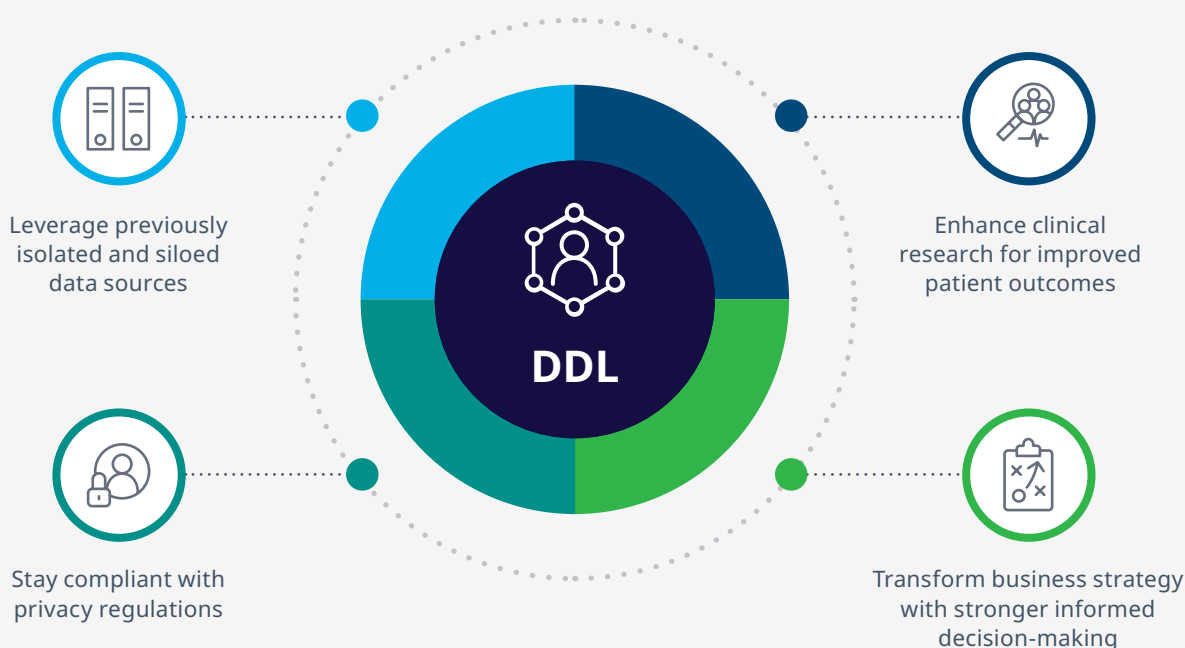
Delivery is customized to fit each device's unique context, ensuring the solution is both relevant and delivers measurable ROI. IQVIA MedTech offers flexible options tailored to meet specific business needs, including full-service analysis, one-time file delivery, or a continuously updating data feed.



What can you do with the data?

Medical device companies often have visibility into the data generated by their own devices and aim to drive better outcomes. However, they typically lack insight into the broader patient journey, including how their device fits into overall care. They're also unable to identify their patients within existing healthcare datasets or connect their data to other sources. IQVIA Data Device Link bridges these gaps.

97% of healthcare data goes unused¹



IQVIA Data Device Link empowers manufacturers to extend the use of patient outcomes data across their entire organization. Because the data is anonymized, it can be leveraged more broadly by teams including research, evidence generation, product development, and marketing. The connected datasets also support regulatory submissions, payer engagement, and meaningful conversations with healthcare providers and other key stakeholders. Over time, access to large, longitudinal data enables the development of AI algorithms and generation of AI-driven insights to enhance the performance of diagnostics and devices.

In the continuous glucose monitor example, the manufacturer can integrate data on patient demographics, medication usage, and healthcare outcomes to demonstrate the device's value. These insights also support the development of more advanced monitoring and alerting algorithms, ultimately improving patient care.



Leverage patient insights across the entire product lifecycle

Device-generated data

Patient ID

IQVIA data

Enhanced patient care

Tailoring treatments to individual needs with greater precision and providing ongoing monitoring to enhance patient satisfaction and outcomes.

Improved market access and compliance

Facilitating approval processes, optimal pricing strategies, and secure reimbursement, ensuring commercial success and profitability.

More effective commercial strategy

Enhancing competitive positioning and strategic planning, enabling more effective differentiation of products in the market and driving sales.

More robust research and development

Accelerating the creation and testing of new product features, fostering innovation, and maintaining a pipeline of highly effective products.

Optimized efficiency and analytics

Streamlining processes and predicting outcomes with greater accuracy, significantly reducing costs and improving operational efficiency.



Who is IQVIA Data Device Link for?



Any medical device manufacturer with a product that collects patient health data—including wearable devices, implantable devices, sensors, companion apps, monitors, surgical robotics and diagnostic tests



Any manufacturer who has a record of patients treated with their device, and who wants to understand outcomes and use data to improve patient care



Medical device functions including regulatory, R&D, marketing, clinical, quality, compliance, data science, and product development



Link your device data for a complete view of your product's impact.

¹ <https://www.weforum.org/stories/2019/12/four-ways-data-is-improving-healthcare/>