

The IQVIA Medicare Continuum of Insights

Complete capture of Medicare Parts A, B, D, and Medicaid and Medicare Advantage

Customer Challenges

Lags in traditional Medicare reporting can take months

Commercial data sets have limited Medicare capture resulting in reporting gaps

Inability to easily address blocked products

Lack of clear patient journey insights into Medicare/Medicaid population

The right solution — The IQVIA Medicare Continuum of Insights

The IQVIA Medicare Continuum of Insights is a comprehensive and fully customizable Medicare data solution that can be configured based on an organization's need to capture specific patient population details for precise Medicare and Medicaid insights. It collects information on diagnosed groups and drugs administered to Medicare beneficiaries currently enrolled in Fee for Service (FFS) Medicare by physicians and other healthcare providers across Medicare Parts A, B, C, D, and Medicaid so commercial teams can better understand this critical patient population.

Key Differentiators



Provides 100% coverage of Medicare Parts A, B, D and Medicaid & Medicare Advantage (Part C)



Offers complete FFS Medicare insights for parts A, B, and D



Addresses blocked products



Captures FFS Medicare patient journey insights across settings



Shortest data lag in market, 30-60 days for parts A, B and D, 2-year lag for Medicare Advantage Part C and Medicaid



Builds on IQVIA data for Medicare patient/diagnosed populations



Integrates with IQVIA's Longitudinal Access and Adjudication Data (LAAD) and other IQVIA assets at the HCP/HCO level



Contains historical data back to 2007

Applications & Business Uses



Accurate
market sizing



Goal
setting activities



Improved
segmentation
and targeting



Optimized
messaging based
on performance
and trends



Clear patient
journey insights



Relevant for
Real World
Evidence studies

Delivery Information

- Project-based custom solutions based on desired markets of interest
- Outputs are provided in an aggregated fashion, including National, Facility, Physician, and other bracketed criteria
- IQVIA's team of consultants, clinicians, and analysts can manage specifications and report creation for a seamless integrated delivery
- Flat file delivery or custom integration options
- Cell suppression is applied (patient count under 11)

Related Offerings

IQVIA + Medicare — Complements IQVIA data gaps for Medicare patients in diagnosed populations

Integrates with LAAD, IQVIA's largest collection of medical and pharmacy claims with 100% Medicare for the largest claims capture

Provider Medicare Part B — transactional claims by providers

- Companion files
- OneKey data
- Dx assets