

IQVIA's Daily Patient Data

Empowering patient-centric, informed decisions with speed and precision

As healthcare evolves toward patient-centricity, having immediate access to critical data empowers life sciences organizations the opportunity to proactively engage healthcare providers, enabling them to make informed decisions and address pivotal moments in patient care.

Industry challenge

Delays in data availability can result in missed opportunities to inform and impact treatment decisions. This includes critical patient lifecycle moments such as helping to overcome payer barriers, supporting newly diagnosed individuals, and engaging early adopters of new therapies, all commonly missed because organizations lack event visibility that would allow them to educate or intervene.

The right solution — Daily Patient Data

With a delivery time average of 3 days post-visit or prescription, Daily Patient Data enables commercial, medical, and patient support teams to quickly identify and respond to key events, ensuring they are positioned to educate, intervene, and influence treatment decisions and drive key outcomes when they matter most.

IQVIA's Daily Patient Data solution unlocks numerous capabilities, including (but not limited to) the ability to:

1

Power seamless omnichannel campaigns with orchestrated precision, driving engagement at every touchpoint.

2

Fuel breakthrough AI and machine learning models with robust data feeds for sharper, smarter, more timely predictions.

3

Pinpoint pivotal moments, such as when newly diagnosed individuals are ready for decisive treatment, so you can act when it matters most.

4

Accelerate patient support services to swiftly overcome hurdles and deliver therapies more quickly to those who need them sooner.

5

Monitor product launches in near-real time and track script velocity to see which brands capture market momentum first.

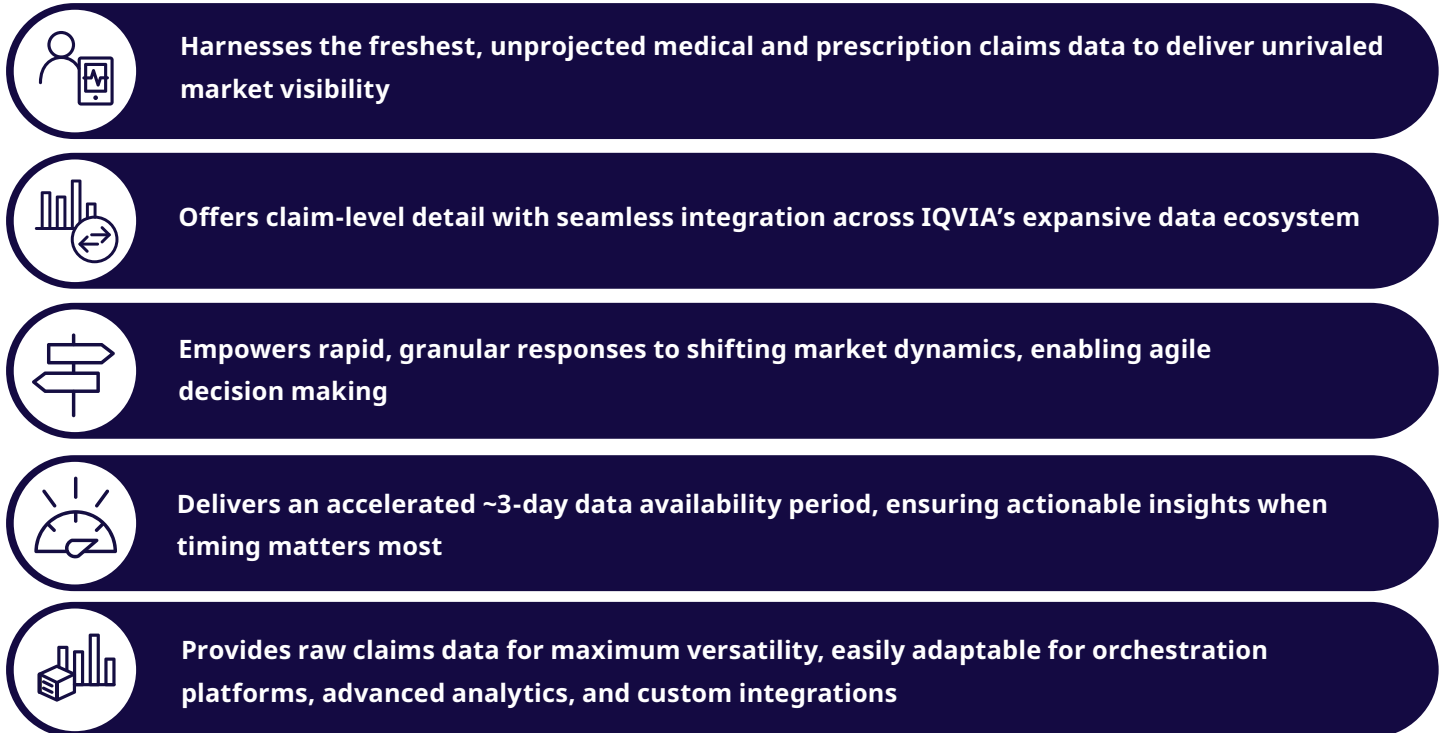
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Spot early healthcare provider adopters to tap into their influence and amplify your reach.

7

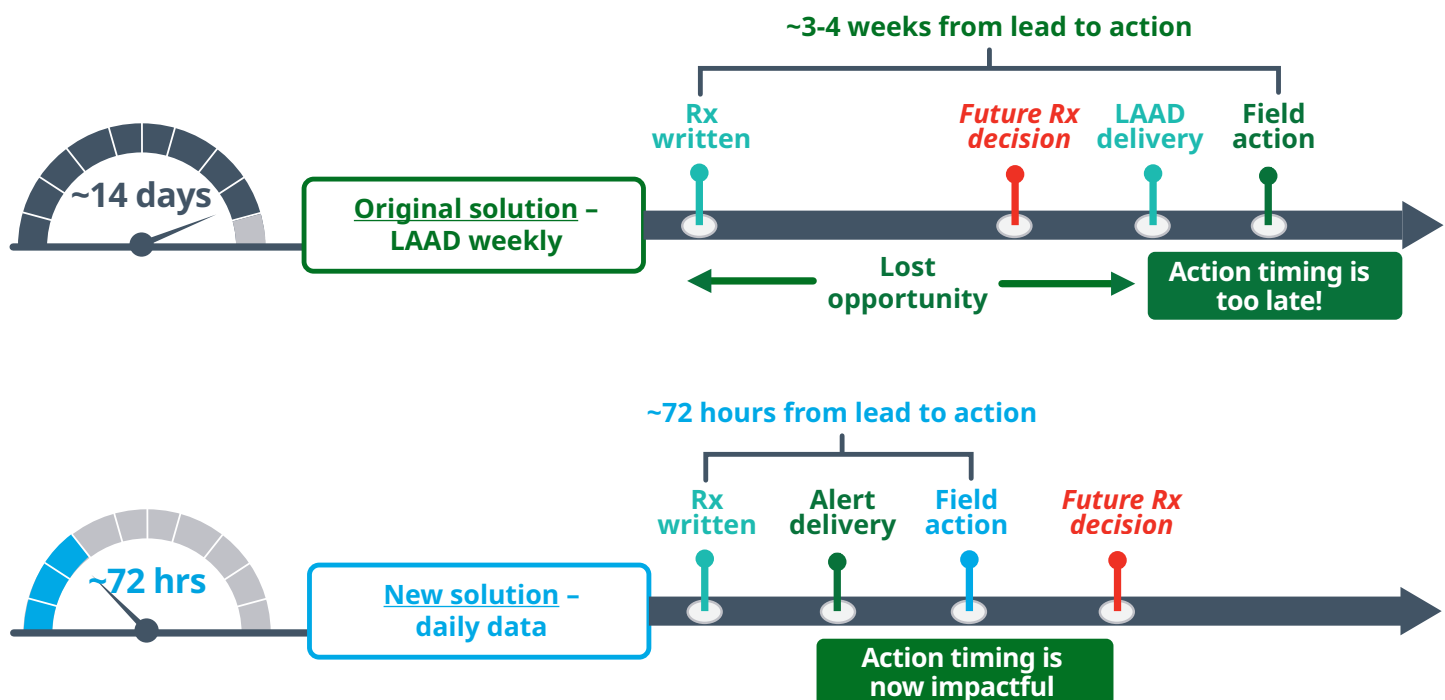
Optimize digital targeting to connect with the right audiences and maximize campaign impact.

What makes Daily Patient Data different



Use case example

With IQVIA's Daily Patient Data, a commercial team received notification within 72 hours of a healthcare provider prescribing a newly launched product and proactively connected within 10 days of first prescription. This allowed an outstanding experience, fostering stronger brand loyalty with meaningful interactions that build trust and support long-term success.



Delivery

- Daily Patient Data is delivered with relational tables on a daily basis via VPN/FTP flat files or through Data-as-a-Service (DaaS), including Snowflake, AWS, Databricks, Redshift, etc.
- Data is delivered at the transaction level, including the IQVIA Patient ID, enabling seamless integration with all other LAAD datasets
- A shortened Data Availability Period (DAP) of just 3 days post-visit or prescription ensures timely access to information

Benefits: Why choose IQVIA's Daily Patient Data

Daily Patient Data is built by a team committed to quality and privacy, fully backed by long-term supplier partnerships that form a foundation of reliability and industry trust. You can always count on IQVIA for superior:

 Sourcing	 Quality	 Methodology	 Integration	 Governance	 Support
Trusted, long-term data partnerships guarantee uninterrupted and dependable access to high-quality information.	Exceptional clarity and accuracy transform every data point into actionable insight that drives meaningful results.	Advanced de-duplication strategies at provider, patient, and claims levels ensure unmatched data integrity.	Industry-leading tokenization and privacy practices deliver superior match rates and uncompromised data fidelity.	Rigorous standards provide clients with absolute confidence in the legal and ethical handling of their data.	Robust enterprise infrastructure empowers rapid, informed decisions for greater agility and assurance.

Why IQVIA

IQVIA creates intelligent connections across all aspects of healthcare through its analytics, transformative technology, big data resources, and domain expertise. As healthcare's vital partner for over 50 years, IQVIA delivers Connected Intelligence with powerful insights, speed and agility.

Executing a successful data strategy to address your evolving use cases begins with a partner who helps protect the flow of information through a resilient panel and the ability to link data across sources to drive patient analytics and insights. IQVIA provides timely access to data while infusing privacy and governance into all processes to manage risk, all supported by an integrated delivery and support infrastructure to help you succeed.

With unparalleled industry expertise and its connected intelligence framework, IQVIA provides customers with accelerated insights to make quick and confident business decisions.

Related IQVIA solutions

- IQVIA SMART Solution
- IQVIA Data-as-a-Service (DaaS)
- LAAD Plus Integrated Claims Data
- PharMetrics® Plus
- Enterprise LAAD

Contact us today for more information