

IQVIA Emerging Biopharma Commercial Solutions

Your strategic commercialization partner

For emerging biopharma organizations, commercial success relies on making insight-driven decisions and executing strategy with precision.

IQVIA Emerging Biopharma (EBP) Commercial Solutions helps you move from strategy to execution with confidence by combining industry expertise, Healthcare-grade AI®, and teams built for high-stakes launches.

65%

“Emerging biopharma has become the engine of industry innovation,” now responsible for ~ 65% of novel drugs and nearly half of U.S. launches.

IQVIA Institute

Growing innovation, increasing complexity

The evolving challenges EBP’s face beyond approval

EBP organizations are navigating a demanding environment marked by growing market access complexity, constrained resources, lagging AI strategies, and evolving evidence expectations. Many struggle to move beyond foundational clinical data to demonstrate real-world value, limiting their ability to secure payer support and drive provider adoption. Combined with post-launch execution challenges, evidence gaps, and high prescription rejection rates, these dynamics create headwinds to maintaining momentum and achieving long-term success.



Market access complexity:
Label alone is insufficient, requires broader evidence to secure coverage



Evidence generation gaps:
Limited focus beyond approval (e.g. comparative, real-world, economic data)



Pre- and post-launch disconnect:
Underinvestment in the 9-18 months post-launch where value is determined



SG&A pressures:
Resource constraints force trade-offs across field, evidence, and patient support



Competitive and adoption barriers:
Demand leakage and slower physician uptake hinder sustained use

The asset maximizer launch framework

A proven, end-to-end commercialization roadmap

To address the commercialization challenges faced by EBPs, IQVIA developed the **Asset Maximizer Launch Framework**, which provides a structured, challenge-led approach to driving asset performance and long-term commercial success.

The framework centers on five strategic imperatives that align directly to the most critical areas of need: sharpening strategy and value communication; optimizing market access; enhancing stakeholder engagement across providers, patients, and institutions; leveraging **Connected Intelligence™** through integrated data, analytics, and **IQVIA's Healthcare-grade AI®**; and, ensuring operational excellence across governance and compliance. The Asset Maximizer framework identifies and addresses gaps across these domains, aligning capabilities and insights to each company's challenges.



- Differentiated strategy**
Communicate clear and compelling differentiation
- Maximized access**
Achieve and expand sustainable market access
- Personalized engagement**
Orchestrate personalized stakeholder engagement
- Connected Intelligence™**
Leverage insights powered by Healthcare-grade AI®
- Operational excellence**
Deliver operational excellence and accountability

By integrating these elements into a cohesive model, the Asset Maximizer framework enables EBP organizations to strengthen their value narrative, improve access and adoption, and execute more effectively, supporting impact beyond initial launch.

Why IQVIA?

Purpose-built commercialization partnerships

As scientific innovation accelerates, commercialization grows more complex. IQVIA tailors a fully integrated approach to all phases of your asset's journey, maximizing market access, unifying data and analytics, and orchestrating personalized engagement to deliver end-to-end commercial solutions. IQVIA's team brings the experience, AI-enabled solutions, and personalized service needed to move faster, reduce risk, and maximize asset value from launch through growth.

10+
Full commercialization partnerships

11+
Field team outsourced launches

10
Agency of record partnerships

25
Commercial analytics partnerships

Among precommercial customers since 2024

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