IQVIA
M E D T E C H

Advanced Targeting for Sales and Marketing to Improve Performance

Reaching the right facilities and the right physicians at the right time

Getting access to the right physicians at the right facilities is the most efficient and cost-effective way to get your devices and diagnostics into the right hands to gain a competitive advantage.

Hospital Procedures and Diagnosis (HPD):
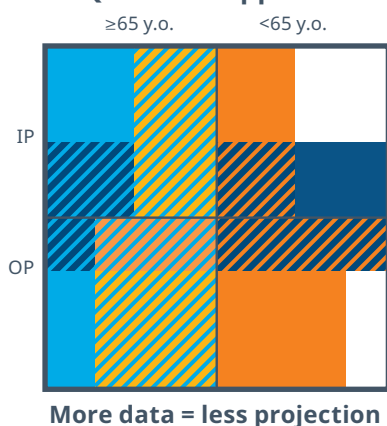**A customized suite of profiling and targeting solutions.**

HPD brings together the broadest collection of claims data in the industry, kept up-to-date in near real-time. Deploying IQVIA's proprietary HPD methodology to allocate volume for procedures or diagnosed patients leads to more precise and robust targeting and account valuation.

Using HPD means that you can access information on:

- The physicians most likely to adopt your products

- How many procedures they perform

- Where they perform by site and setting

- What types of patients they're treating

- Where their patients come from and go after intervention

- Whether they are new to the field or long-established

IQVIA HPD Approach

≥65 y.o.   <65 y.o.

IP

OP

More data = less projection

IQVIA's market-leading medical claims coverage includes:
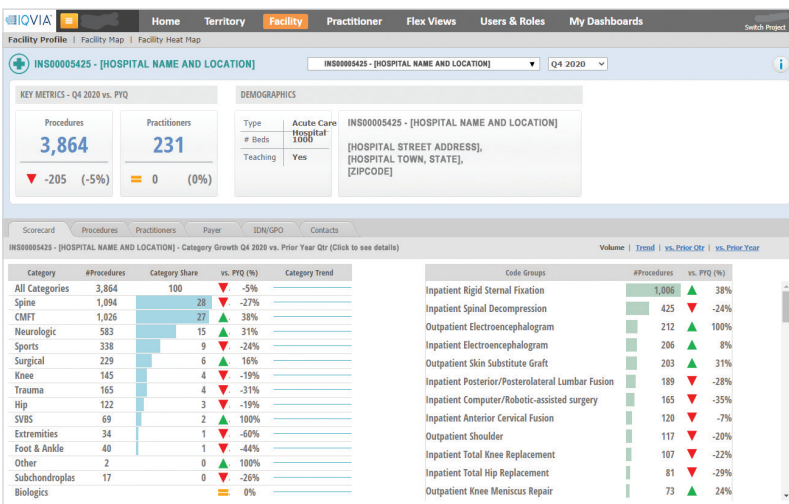
100% of Medicare inpatient and outpatient hospital claims

Near-real time private claims* from the market's largest and broadest compendium of switches and other claims intermediaries, including practice management software
*also known as IQVIA "Dx" data

Available all payer inpatient and outpatient data from State Health Agencies that make this data available for public consumption is used to quantify coverage and validate projections

- Claims are de-duped using IQVIA's HIPAA-compliant Patient Encryption process

- Overlapping claims (   ) minimize the risk of sample loss and improves the ability to track patients over time and across settings

- Substantial coverage from all available sources minimizes the extent of projections (   ) and ensures the most accurate answer possible

Increase reliability with the breadth and depth of claims data sources, expand coverage across settings to minimize risk of sample loss, improve the ability to track patients over time and across settings, and increase the reliability of the projections to allow for the application of use across the full commercial operations continuum.

COMMERCIAL APPLICATIONS

- ⊘ HCP and facility targeting
- ⊘ Key opinion leader (KOL) identification
- ⊘ Up and downstream referral analysis

- ⊘ Field planning
- ⊘ Territory alignment
- ⊘ Patient and provider engagement

- ⊘ Medical communications
- ⊘ Reimbursement support
- ⊘ Market sizing and forecasting

- ⊘ Strategic planning
- ⊘ Market access
- ⊘ Corporate and business development

Claims coverage diagram not drawn to coverage scale - for illustrative purposes only

STANDARD DATA ELEMENTS INCLUDE:

PHYSICIAN	HOSPITAL
NPI number	IQVIA organizational ID
First and last name	Business type
Facility volumes	Facility name
National volumes	Facility address
National decile rank	Facility telephone number
State decile rank	Bed count
	National volumes
	National decile rank

The IQVIA performance management solution leverages an integrated data mart that is specifically designed to meet the reporting and analytics needs of stakeholders across the organization, all drawing from a single source of truth. The fully customizable outputs from the IQVIA suite of HPD profiling and targeting solutions provide you with precise and reliable data to create cost-effective and efficient sales and marketing approaches, backed by the confidence of industry leading claims coverage.

HPD national totals
- Assess trends in diagnoses and procedures
- Determine market size and opportunity
- Benchmark performance at national level
- Explore new markets

HPD physician
- Identify target practitioner
- Optimize sales territory planning
- Determine physician-level market share
- Identify new performing practitioners as they adopt
- Identify practitioner privileges and volumes within specific hospitals

HPD facility
- Identify target hospitals and ASCs
- Optimize sales territory planning
- Determine market share within facility
- Track adoption of new procedures over time
- Quantify facility/IDN/GPO procedure mix and volumes to inform contract negotiations

HPD referral
- Identify local and regional KOL
- Identify upstream/downstream practitioners for enhanced sales and marketing targeting
- Determine the breadth and depth of peer influence for target practitioners
- Quantify the drivers of market growth

>1.7 B
Medicare and medical claims per year

Claims from
>1.3M
unique HCPs

Claims linked to
>900
unique payers

Full regional representation
with no geographic bias

Coverage of
>192M unique patients

>85%
coverage of all hospital claims

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