

IQVIA Analytics Engine

A self-service, highly configurable patient cohort analyzer from the leader in healthcare information data services and technology

Today's reality

Today, every commercial decision starts with access to the right information.

To make business critical decisions, companies **need** factual, consistently reliable **data** with proven credibility and **transparent, undisputed results**. Anything less is unacceptable in today's highly competitive market.

Organizations want to access that information in a way that doesn't require a customized manual process. They also don't want to run market insight studies and analyses for every

individual persona impacted so that each team can work with and ingest the data they **need** to make the best decisions.

Unfortunately, organizations are often misled into settling for inferior, unproven data because it is offered as a 'free sample,' comes packaged in a flashy platform, or is not propagated by a reliable network of direct information suppliers. When they settle for inferior data, they do not realize the inherent risk of netting subpar results that will negatively impact their entire product lifecycle.

The right solution – IQVIA Analytics Engine

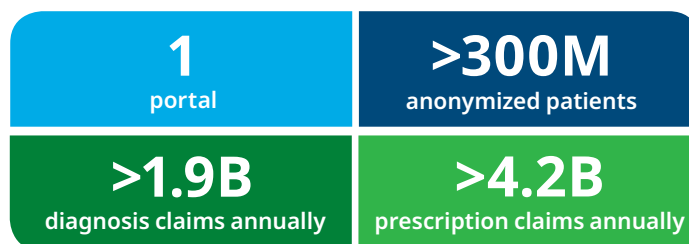
With IQVIA, you get the quality insights that industry leaders expect **the way teams want it in real time**.

Built by IQVIA as a best-in-class customer data portal, the Analytics Engine is a self-service, highly configurable patient cohort analyzer that allows organizations to get easy, seamless, access to **real information**, when and where they need it from the most acknowledged and trusted leader of data and technology in the life science's industry.

With the IQVIA Analytics Engine companies can now:

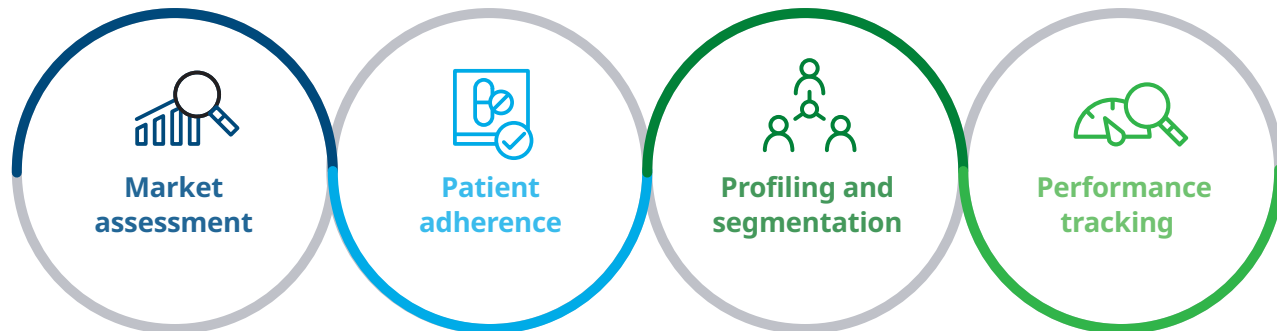
- Quickly and easily define patient cohort product definitions with point and click usability
- Self-serve modelled data based on their own credible assumptions
- Configure and reconfigure useful outputs in minutes instead of days
- Obtain flexible outputs that can be adapted to multiple users by type and need
- Access the largest repository of direct to pharmacy supplier data
- Quickly troubleshoot data anomalies through IQVIA true data partners

- Avoid non-transparent data-supply and analytic methodologies
- Get cloud-based access to IQVIA's real world information, with over >300M anonymized patients, >1.9B medical claims, and >4.2B prescription claims annually
- Receive data delivered seamlessly via cloud-based services like Azure or AWS S3
- Access key brand models including source of business, persistence and compliance, and other critical brand summary data vital to strategic planning and analysis



With **easy access** to **real information** organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA, healthcare's vital partner.

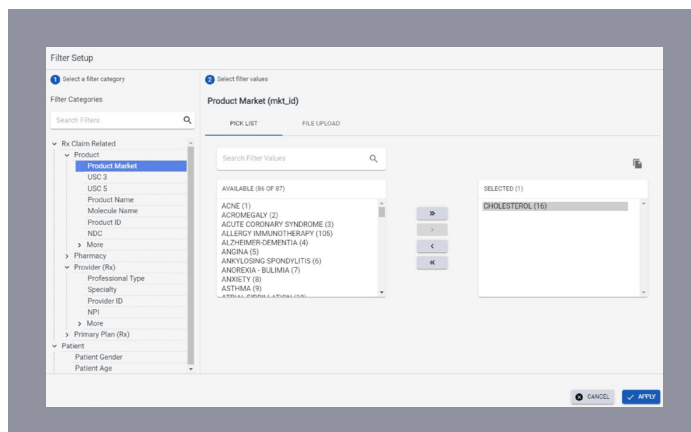
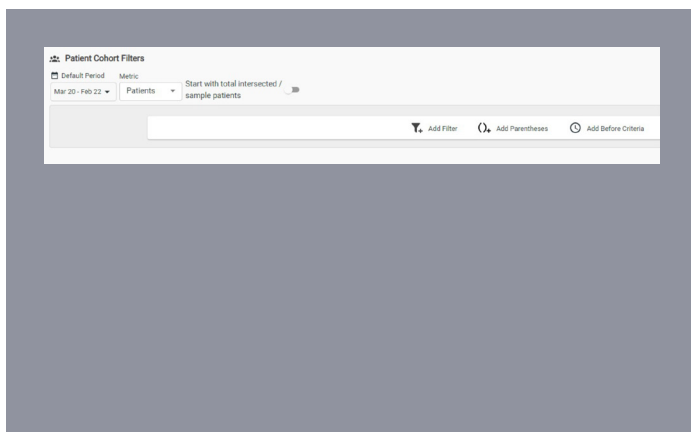
Core use cases



IQVIA Analytics Engine usability features

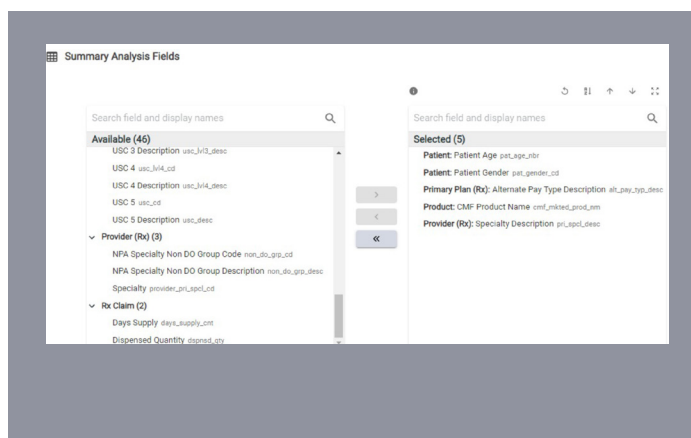
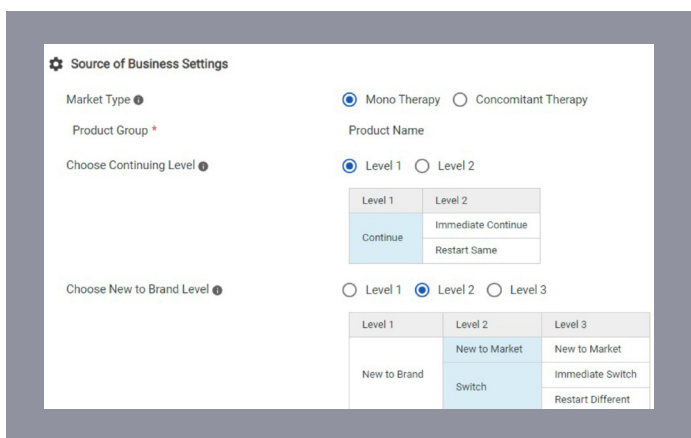
QUICKLY RUN PATIENT COUNTS AND BUILD VARIOUS COHORTS:

EASILY SELECT PARAMETERS AND CONFIGURE METRICS:



CALCULATE SOURCE OF BUSINESS OR PATIENT ADHERENCE ON THE FLY AND CHOOSE FROM IQVIA'S BEST IN CLASS METHODOLOGIES:

SELECT OTHER CRITICAL BRAND SUMMARY DATA VITAL TO STRATEGIC PLANNING AND ANALYSIS:



Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their new Analytics Engine.

As part of IQVIA's broader analytic platform solution suite, the Analytics Engine, provides simple, seamless, and immediate access to its unparalleled data by leveraging a deeper understanding of customer needs to deliver important business insights through a superior service model.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

Complimentary IQVIA offerings

- Real World Data assets (LRx, Dx, Hx)
- Consulting Services

Delivery method:

Receive data delivered seamlessly via cloud-based services like Azure or AWS S3.

Users can save their outputs to an internal or external location as defined by their organization.

About IQVIA Connected Intelligence™

Connected Intelligence™ brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence™](#)