IQVIA Emerging Biopharma Analytics Solutions

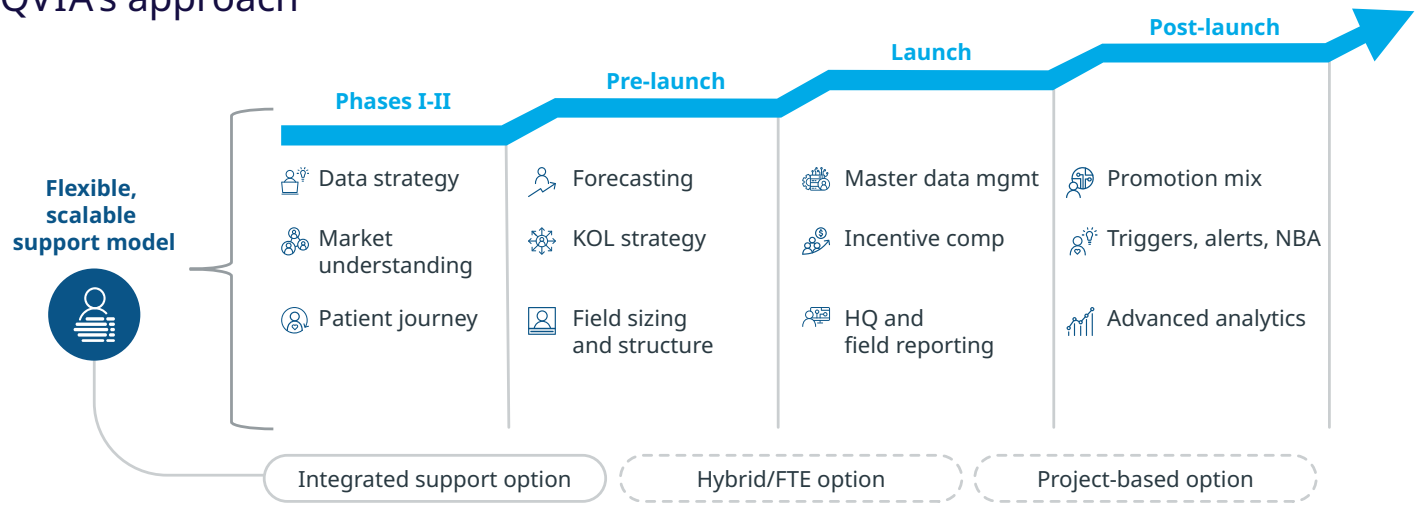
Boutique, data-agnostic analytics — backed by IQVIA scale

Customer situation

Emerging biopharma (EBP) organizations depend on actionable analytics that accelerate commercial decision-making without adding complexity. IQVIA's EBP Analytics Solutions are designed to help teams overcome fragmented data environments, limited internal bandwidth and growing pressure to deliver results faster and more cost-effectively. By unifying IQVIA and non-IQVIA data sources into a transparent, business-ready analytics framework, we deliver trusted insights, not just data integration.

Supported by a dedicated team of emerging biopharma specialists, our solutions combine the personalized, white-glove service of a boutique partner with the reliability, scale and proven methodologies of a global leader, enabling you to realize value faster while maintaining confidence in the data that drives your business.

IQVIA's approach



Note: Not an exhaustive list of capabilities.

EBP Analytics is IQVIA's purpose-built analytics partner for pre-commercial, small and mid-size pharma teams.

We combine data engineering, market analytics and delivery talent into a single support team that builds the foundations you need for launch and stays with you as your questions evolve.

Unlike packaged 'black boxes,' we are transparent, data-agnostic and scoped to your product lifecycle stage. Present your own claims, patient support programs, CRMs, specialty pharmacies/hubs or real-world evidence feeds; we'll connect, standardize and convert them into decisions that your leadership can act on quickly.

Why IQVIA?

IQVIA EBP Analytics Solutions deliver the flexibility, transparency and expertise that emerging biopharma organizations need to turn data into action. Our data- and technology-agnostic approach integrates IQVIA and third-party data within your preferred environment, while our dedicated EBP Analytics Team provides the personalized attention of a boutique partner backed by the scale of IQVIA. With transparent business rules, flexible service models and pragmatic AI capabilities focused on measurable outcomes, we help you accelerate insights, optimize commercial performance and answer critical business questions with confidence.

Key differentiators

Data and technology agnostic	Integrate IQVIA and third-party data; deploy in your cloud or ours
Boutique delivery, enterprise backbone	The dedicated EBP Analytics Team brings white-glove consulting with IQVIA scale
Transparent business rules	Every KPI is documented and refreshed with market changes — no black boxes
Right-sized operating model	Choose Self-Service (build with us), Hybrid Service (embedded analysts), or Managed Service (we run it)
Pragmatic AI	Governed, outcome-oriented AI use cases without the hype

Applications and use cases

Launch and growth analytics

HCP/HCO targeting, cohort sizing, patient journey, TRx/NBRx performance, omnichannel KPI readouts

Field effectiveness

Territory design, call planning, incentive compensation, next-best-action pilots

Ad hoc "ask a question" service

Analyst retainer that answers strategy questions without forcing new data purchases

Please visit our **webpage** to learn more about IQVIA Emerging Biopharma Analytics Solutions

IQVIA

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