IQVIA

Physician Practice Profiling

Market intelligence to inform strategy and drive growth

Increase your visibility into the provider landscape of a chosen geography and make better strategic business decisions to strengthen and grow your provider network. The Physician Practice Profiling solution provides up-to-date, accurate profile information to enable hospital and health systems to:

- Understand the available supply of healthcare practitioners in a targeted geography

- Identify opportunities for acquisition and physician recruitment

- Anticipate the business impact of acquisition, loss, or transfer of a given practice

- Profile and segment physicians for targeted marketing initiatives

PHYSICIAN DEMOGRAPHIC INFORMATION

- Physician name

- Physician NPI

- Active practicing locations including a 'best address' designation

- Physician specialty

- Physician birth year

- Medical group and hospital affiliations including a 'primary affiliation' designation

PATIENT PANEL PROFILE

- Total number of unique patients observed (12 months)

- Decile ranking of observed patient volume (compared to physicians of the same specialty)

- Diagnosis categories

- Payer type mix (third party, Medicare and Medicaid) and top 5 third party payers

- Age and gender

- Patient origin – 5 digit zip distribution

Unmatched data assets provide a comprehensive view

Physician Practice Profiling leverages IQVIA's OneKey industry-leading reference data asset for provider demographics.

Analytics to profile the physician's patient panel leverage IQVIA's National Prescription data and IQVIA's Medical Claims data, connected by patented patient token to provide an unmatched view into the business intelligence that is critical for the strategy needed to grow and strengthen your network.

No other information and services provider can offer the breadth and depth of provider insights.

Rigorous standards ensure the accuracy of the physician reference data

IQVIA is the only company that blends all methods of data collection and integration to derive a best of breed physician reference data output including:

IQVIA DATA ASSETS LEVERAGED

IQVIA'S MEDICAL CLAIMS
- 1B transactions/year
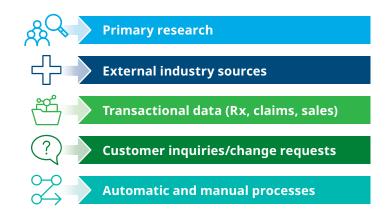- 800,000 unique providers per month

PRESCRIPTION ACTIVITY
- 4B transactions/year
- 85% of scripts written and filled

ONEKEY PROVIDER REFERENCE
- >8.3M professionals
- 500,000 organizations
- 3.3M affiliations

- Primary research
- External industry sources
- Transactional data (Rx, claims, sales)
- Customer inquiries/change requests
- Automatic and manual processes

Client stories

A health system used the solution to discover under-supplied areas in order to determine the best location to establish a new Obstetrics and Gynecology practice

A hospital system used the solution to identify the most attractive primary care practice in their market for acquisition. They compared the medical groups based on volume of patients seen, payer mix, current ownership and affiliations to inform and execute their growth strategy

A hospital system used the solution to understand the patient volume and patient mix of physicians likely to retire in the near term, in order to both forecast the impact of their retirement and to develop a marketing strategy for attracting those patients into its system

A hospital system planning to transfer a doctor, wanted to understand where that doctor's current patients were located to forecast the impact of the move on the doctor's practice. They used geographic profiling to understand both the source of patients and likely tolerable travel distances

Physician Insights 360º is a single, comprehensive S-a-a-S offering, providing intelligence visualizations through Tableau dashboards together with an optional fully integrated Physician Relationship Management module to streamline physician outreach. Physician Insights 360º includes quarterly refreshes of the following analytics:

- **Physician practice profiling**

- **Precision referral intelligence**

- **Precision population targeting – prescribing behavior targeting**

- **Provider procedures analysis**

Physician Insights 360º Analytics are also available as a data only deliverable for clients who wish to leverage their own visualization and PRM infrastructure.

IQVIA also offers custom analytics services and data integration services to enable client success in leveraging data only deliverables.

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