# IQVIA

# Maximizing Specialty Data Feeds to Enhance Patient Journey Q&A

# Introduction

IQVIA recently sat down with a lead data strategist from a large pharma organization to discuss overall data strategy around launch, secondary data usage, current challenges, and best practices to maximize specialty data feeds toward enhancing the patient journey.

**Q: What is the significance of data strategy in product launches?**

A: Data strategy is crucial for product launches as it helps optimize data acquisition, especially in rare disease where data can be critically important in managing dynamics of smaller patient populations. It's also crucial to incorporate cross-collaboration with manufacturer stakeholders and data partners to bring the insights and analytics needed to drive brand performance.

**Q: Can you outline the key phases of a launch data strategy?**

A: The key phases include strategy and planning, legal and contracting, data governance and IT infrastructure, and onboarding and hyper care. Each phase has its own challenges and opportunities, and it's important to involve the data team early and have a launch playbook.

**Q: How has secondary data evolved for launch insights?**

A: Secondary data has become more valuable for launch insights, providing a deeper understanding of the patient population prior to launch to inform strategies more effectively than primary market research alone. It also helps fill in gaps that primary market research may not cover and supports a more data-rich launch strategy overall. There is also new excitement about the potential of AI and automation for launch planning and data analysis.

**Q: What are the challenges and best practices learned from the launch data strategy?**

A: Challenges include navigating legal and compliance issues, setting up IT infrastructure, and ensuring data linkage. Best practices involve testing the data infrastructure, linking data sources, and having a launch playbook to guide the process.

**Q: What is the role of a data translator in a launch?**

A: A data translator is crucial for bridging the gap between the strategy of the business and the analytics team. They translate the business strategy into a language that data professionals can understand and implement.

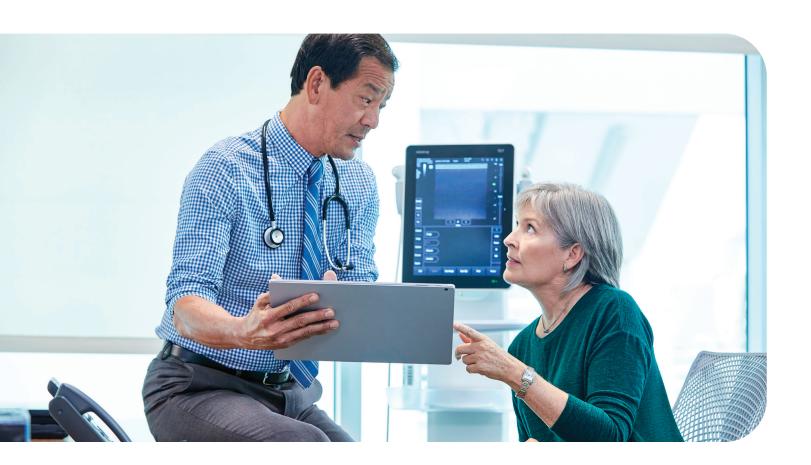**Q: How does the data strategy differ for a launch context?**

A: In a launch context, the data strategy focuses on both launch data and secondary data. It requires specific expertise to manage both strategies in parallel and ensure they connect effectively.

**Q: What is the importance of involving the data team early in the launch process?**

A: Involving the data team early, ideally 12 to 18 months before launch, allows for better planning and integration of data strategies with the brand team's vision. It ensures that data capture, consent, and analysis are aligned with the brand strategy.

**Q: How can secondary data complement primary market research in launch planning?**

A: Secondary data can provide insights into a larger patient population and help identify insights that might not be captured through primary market research alone. It allows for a broader and more comprehensive understanding of the market before launch.

**Q: What are the steps to develop a launch playbook?**

A: Developing a launch playbook involves documenting the processes, roles, checkpoints, and learnings from previous launches. It helps streamline future launches by providing a framework to follow, despite each launch having its unique challenges.

**Q: How does data lineage play a role in maximizing insights?**

A: Data lineage is important for understanding the evolution of data from its original source to its final use in insights. It helps track changes to the data and ensures that the key performance indicators and metrics are aligned with the business goals.

**Q: What is the strategy for addressing data gaps during a launch?**

A: Addressing data gaps involves first understanding the business needs, identifying what data is available in-house, and then determining what additional data is needed to support the launch strategy. Acquiring new data sources may be necessary, but it should be done proactively and aligned with the business priorities.

**Q: How does tokenization of patient data fit into the launch strategy?**

A: Tokenization of patient data is a complex process that involves ensuring the right consents are in place for linking data and setting up the infrastructure to handle data feeds securely. It's a critical aspect of the launch strategy that needs to be defined and planned effectively. Tokenization assists in enriching data with linking disparate sources for broader and deeper patient-level insights.

### About IQVIA Connected Intelligence™

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