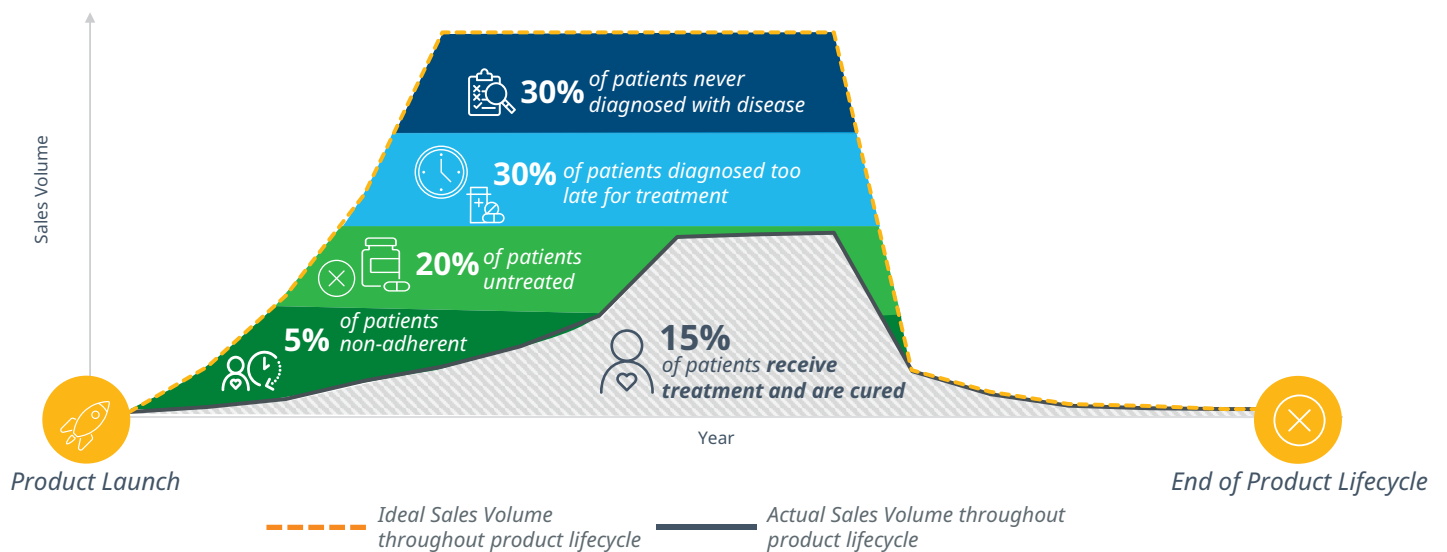


# IQVIA AI Clinical Decision Support Tools (CDST)

*Novel way for Life Sciences to partner with providers above-brand to identify and close clinical care gaps*

Gaps in care, such as delay in diagnosis, deferred diagnostic monitoring, under-treatment, and medication non-adherence are widespread across therapeutic areas. They impede optimal product adoption, increase healthcare costs, and ultimately result in worse patient outcomes. Care gaps are driven by factors such as provider shortages, competing clinical priorities, limited provider time with patients, and slow adoption of emerging complex clinical guidelines.

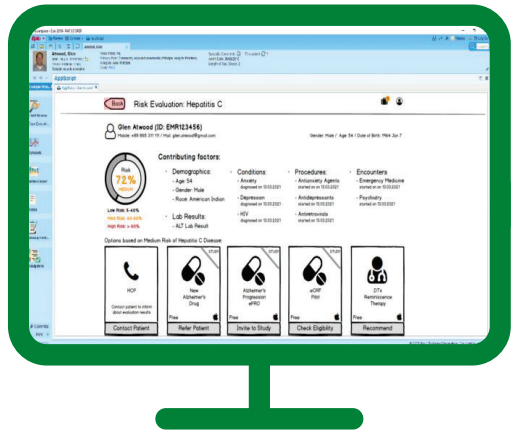
Effectively addressing these care gaps can improve both appropriate product use and patient outcomes.



Life science companies can play an important role in overcoming these care gaps by developing above-brand clinical decision support tools. These tools analyze complex healthcare data to enhance providers' ability to get the right patient to the right treatment at the right time.

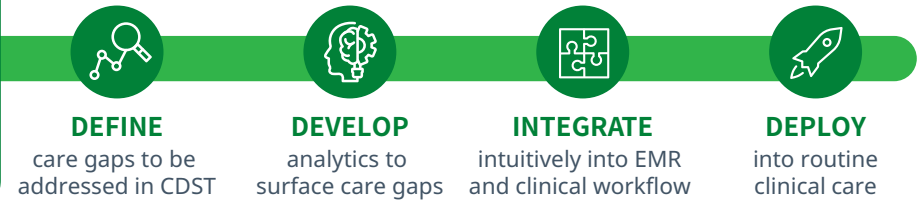
The foundational analytics engine of the CDST can identify these care gaps based on low-complexity clinical guidelines or advanced AI algorithms, surfacing patient risks otherwise overlooked in common practice environments. Natural Language Processing can be used to surface key unstructured data relevant to a patient's clinical trajectory such as health equity challenges, Social Determinants of Health, family history, and patient-reported outcomes. Each CDST is integrated intuitively into the clinical workflow and is packaged with a playbook to support adoption.

IQVIA provides end-to-end support with the design, development, and deployment of CDST programs at scale, bringing multi-disciplinary expertise to each engagement, speeding up time to patient identification and appropriate treatment.

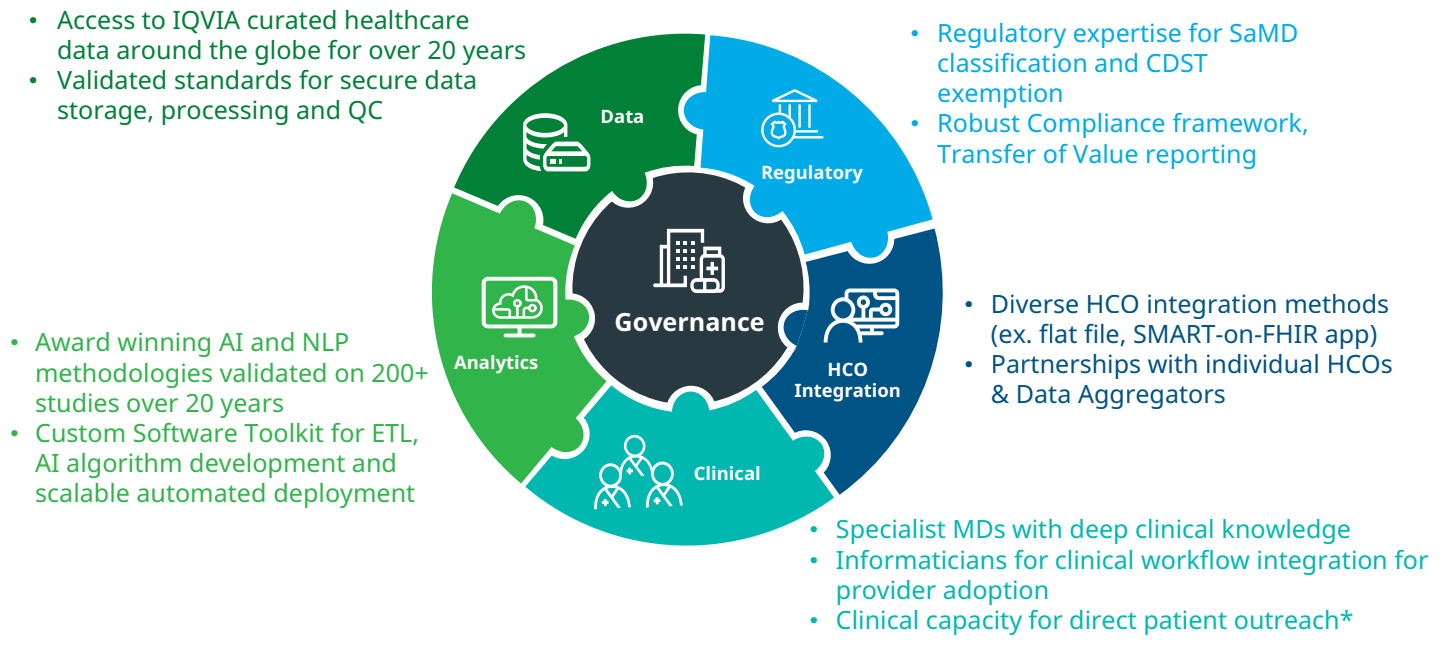


**SMART-on-FHIR application accessible in the EMR**

*Lifecycle of a Clinical Decision Support Tool Development*

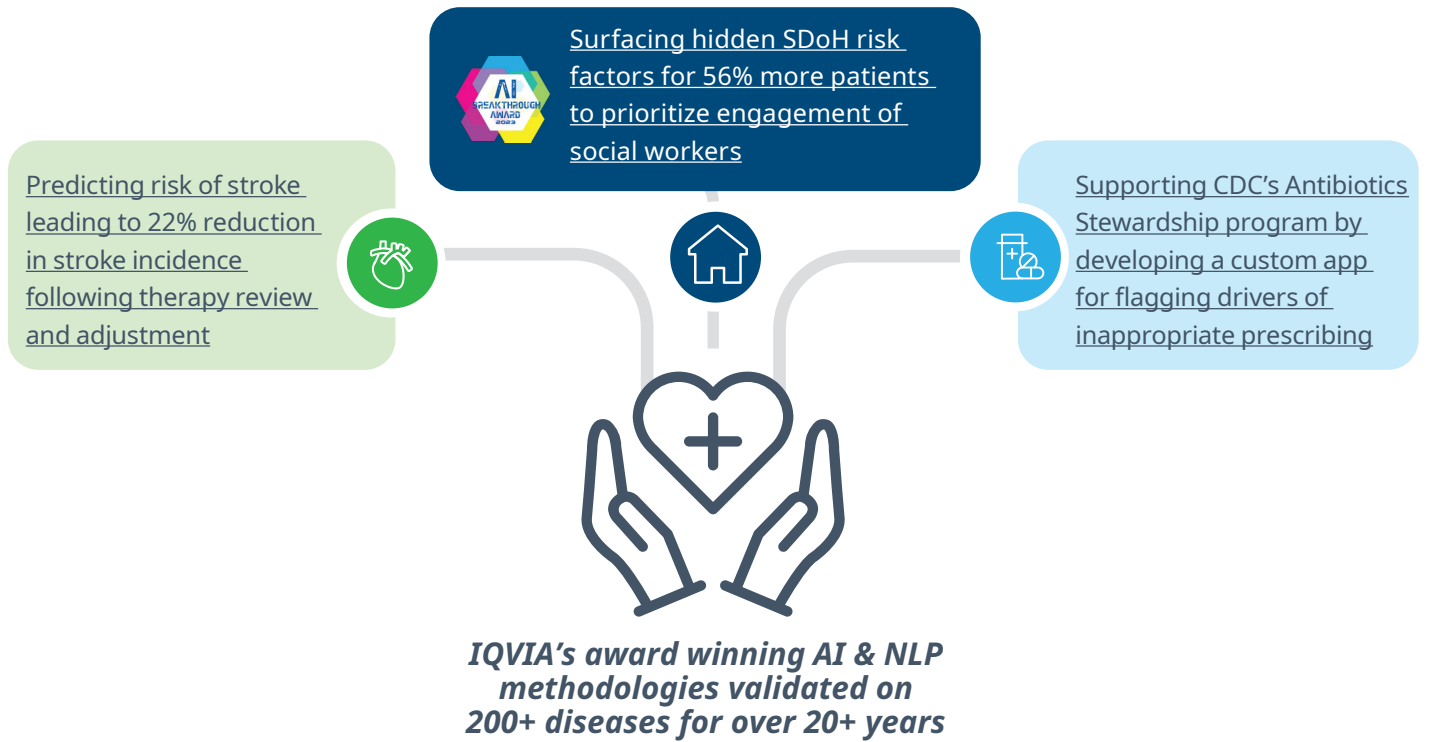


**IQVIA brings multi-disciplinary expertise to support end-to-end development and deployment of a CDST programs**



\*Maturity of the offering to provide clinical capacity varies by geography

IQVIA has been developing Clinical Decision Support tools in collaboration with different healthcare stakeholders (governments, providers, non-profits, and life sciences), across a wide variety of clinical areas and geographies.



*“This was an excellent review to identify patients who can benefit from DOACs, but also optimise patient care thus reducing morbidity and possible associated mortality. Helped streamline the prescribing processes for the practice with a benefit of achieving maximum points for Atrial Fibrillation.”*

*- Primary Care Provider and End user of the CDST for risk for stroke*

## Takeaways

- Build effective above-brand partnerships with providers to identify and close care gaps across diseases
- Seamlessly integrate the solution into clinical care at scale with measurable KPIs
- Benefit from multi-disciplinary expertise trusted across life sciences, governments, providers, and non-profits