

IQVIA Patient Journey/Smart Targeting Platform (PJ/ST)

Discover a comprehensive brand planning solution for turn-key clinical patient journey and provider level analytics

IQVIA's Patient Population and Journey/Smart Targeting (PJ/ST)* Platform is a comprehensive, patient- and HCP-centric solution that provides dynamic analysis into product, patient, and HCP related insights. This enables more agile and competitive commercialization efforts focused on market share growth.

With extensive patient profiling, diagnosis and treatment journey insights, and dynamic HCP targeting, the platform delivers a deep understanding of patient clinical insights and identifies high value HCPs. This allows key questions to be answered at each stage of the patient journey.

With this solution, optimize your brand planning and leverage the full potential of connected intelligence with PJ/ST with setup time in as little as two weeks.

PJ/ST apps support your brand across the product lifecycle through rapid surfacing of relevant insights to drive growth

- Profile population or subgroup patients' health status, conditions, and treatments
- Identify treatment trends by disease, geography, or provider
- Integrate machine learning findings to understand the profile and clinical journey of predicted patients



Patient Population and Journey



Smart Targeting



- Identify providers associated with patients of interest
- Segment & prioritize providers by treatment patterns
- Create and download named provider lists for external outreach and referral network building

Key features of Patient Journey and Smart Targeting include:

Core solution capabilities



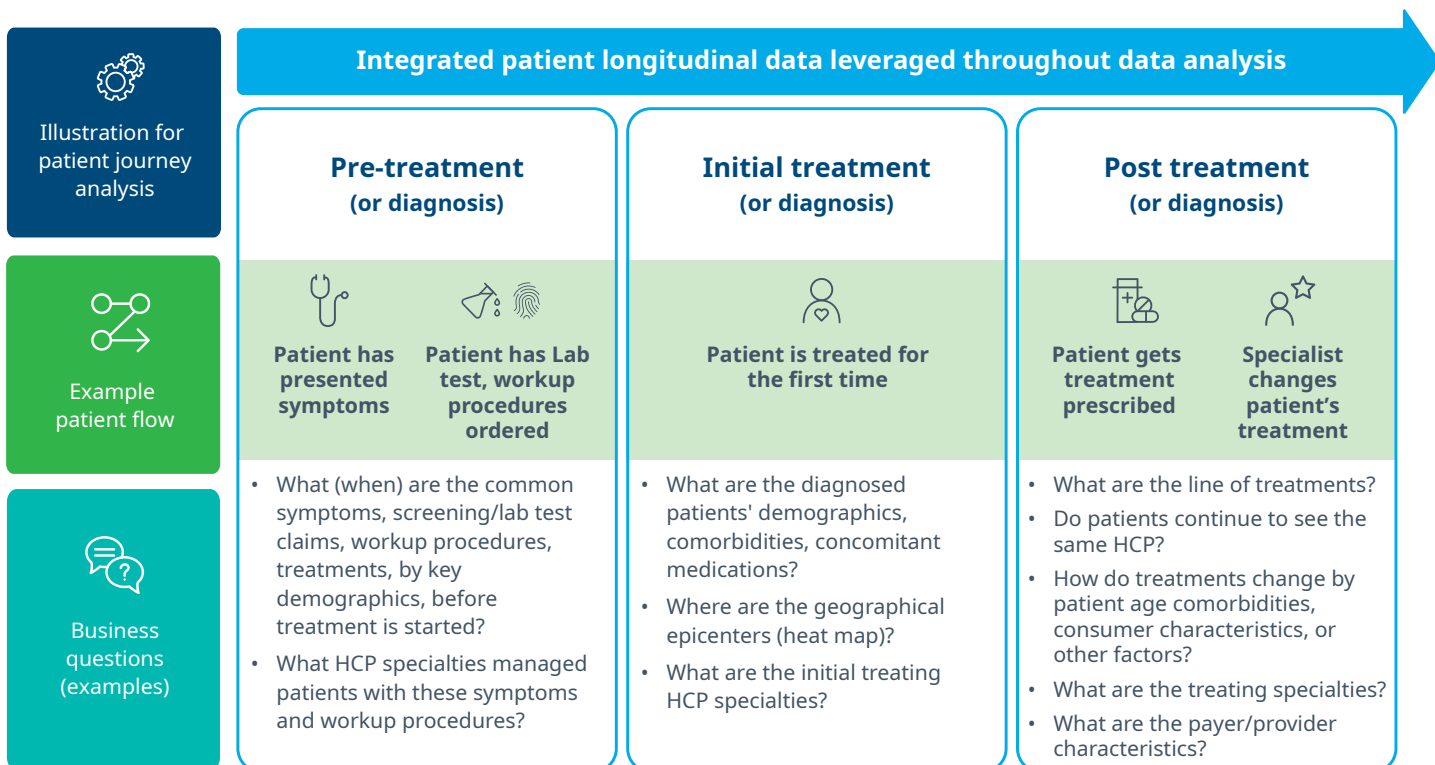
- Over 30 distinct visualizations providing point-and-click insights into market dynamics and patient/HCP behaviors throughout the diagnosis & treatment journey
- Extensively customizable to specific market baskets, patient cohorts, territory alignments, and HCP segmentations
- Optional integration of predictive modeling findings enables the investigation of patients that are expected to experience a medical event of interest
- Automatically link HCPs to patient subpopulations and generate focused target lists using Smart Targeting

Insight accelerators



- **GenAI Powered Instant Insights:** Quickly compare patient cohorts using Generative AI to gain rapid insights, and create and share stories with stakeholders
- **PowerPoint export and insightful chart visualization:** In addition to various insightful charts, download visualizations as .ppt files for inclusion in presentations and deliverables
- **Ability to incorporate external datasets:** Custom defined patient and/or HCP target lists, SDoH, consumer profiling, etc.
- **Harness comprehensive HCP metrics through Smart Targeting:** Exportable target lists detailing HCP-level new and total prescription volumes, along with patient counts, all categorized by the linking relationship




Gain an in-depth understanding of your patients' profiles and behaviors to answer key questions along their journey



Uncover patient journey insights for unprojected, customizable cohorts of patients

Address your organization's unique needs with a flexible delivery model



-  **Client Self-service**
Web-based licensing model (short- or long-term) provides clients direct app access
-  **Hybrid Model**
Access can include both client self-service tools as well as IQVIA consultative services
-  **Consultative**
IQVIA can leverage the speed, breadth, and flexibility of the apps to generate insights on behalf of a client, based on key business questions and analysis needs

Takeaways

- Gain an in-depth understanding of your patients' profiles and behaviors to answer key questions at each stage their journey with Patient Journey (PJ)
- Generate focused target HCP lists with Smart Targeting (ST), and link high-impact providers to associated patient subpopulations
- Leverage IQVIA data sources in both applications, or bring your own
- Leverage IQVIA-supported configurations and optimizations to choose the delivery model and setup best suited to your team's needs

Patient Population and Journey/Smart Targeting Platform is powered by:

- [IQVIA Patient Characterization and Journey](#)
- [IQVIA Patient Finding and Disease Modelling](#)
- [IQVIA Dynamic HCP Profiling and Targeting](#)

*This version of the offering is only available in the United States.

Contact an expert below for a demo or to learn about a solution specific to your region.



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