

# Orchestrating Efficiency

IQVIA offers a portfolio of digital solutions specifically designed to help Life Sciences organizations improve the impact of their commercial teams. Deploying IQVIA's built-for-purpose solutions can help achieve greater efficiencies compared with integrating disparate systems across an enterprise.



## How IQVIA Technology Solutions Can Work Together to Drive Efficiency

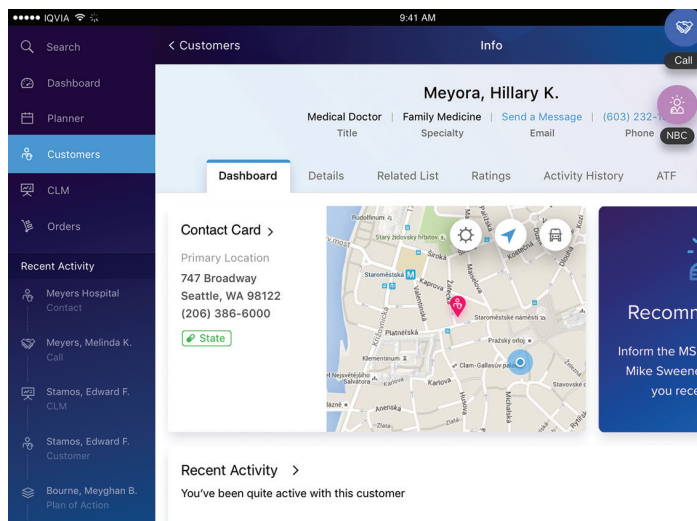


# For Business and Commercial Leaders

Pharma SG&A expenses can range from 20% to over 30% of sales. The shift to specialty drug launches makes increasing the efficiency of your Commercial teams even more important. How will you find the key opinion leaders and prescribers that matter most to your business?

IQVIA OneKey is a Global database that includes 21.5M HCP's and 2.5M organizations in over 100 countries. OneKey is actively maintained by a team of over 700 data operators who perform proactive research and make over 1.5M updates to the OneKey database every month.

IQVIA's proprietary AI/ML engine analyzes our HCP database (OneKey) and utilizes IQVIA's domain knowledge in prescription, EMR and formulary data along with reimbursement data to identify the best HCP targets to achieve a given business objective. Our AI/ML engine further examines HCP profiles, contact history, and results of recent activity to develop suggestions for the next best action that would have the greatest likelihood of making a positive impact. IQVIA's Orchestrated Customer Engagement (OCE) system quickly triggers precise recommendations so commercial teams can take immediate action to address the specific needs of Life Science customers. IQVIA solutions help orchestrate all commercial activity across the entire enterprise.



## For IT Leaders

IQVIA Technology Solutions can create a more efficient ecosystem compared with combining disparate point solutions.

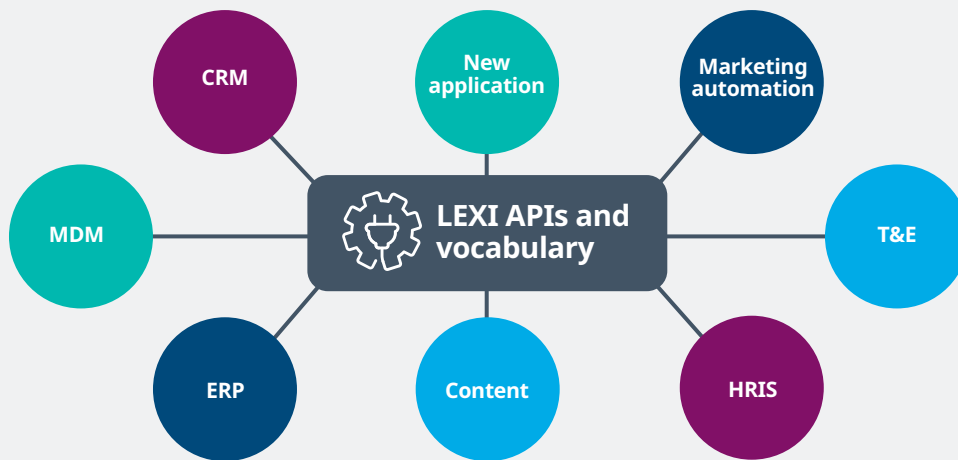
IQVIA solutions are born-integrated; in other words, they are specifically designed to work together with

connections that already exist. When more than one solution is used, IQVIA's life sciences API layer (Lexi) is included to connect with 3rd party applications in addition to the IQVIA ecosystem. Lexi uses its proprietary life sciences lexicon to interpret different application languages and facilitate horizontal integration across key functions to reduce the time to implement across an enterprise.

### HERE'S HOW IT WORKS:

IQVIA solutions utilizing IQVIA's API layer (Lexi) to connect to IQVIA solutions, Enterprise solutions and

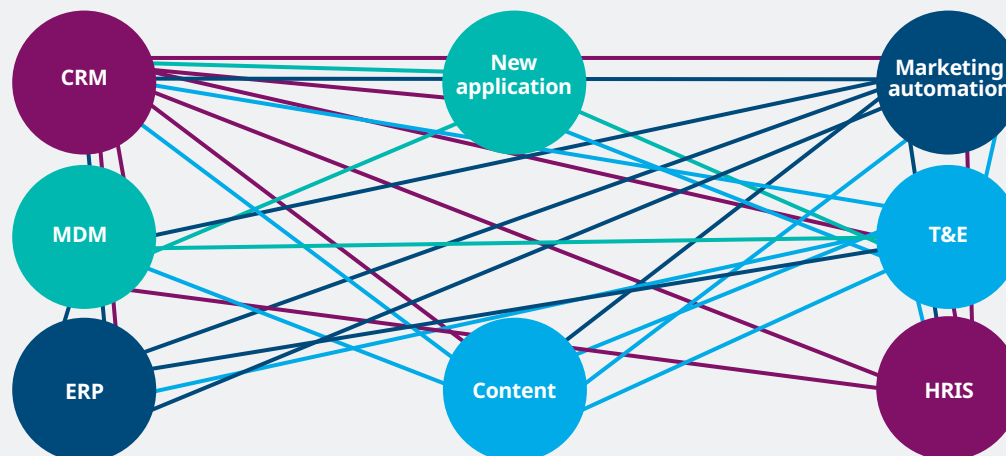
3rd party solutions. Fewer connections require less work to install and maintain.



### POINT SOLUTIONS

If an enterprise utilizes independent point solutions as shown below, they all need to be connected to each other and then to the enterprise systems so they can work effectively together. These independent

solutions will all require ongoing maintenance and updating every time there is a new release to ensure the most current version can run properly—requiring significant resources to manage, maintain and monitor.



# For Compliance and Regulatory Leaders

Any commercial engagement involving an HCP or KOL could come under scrutiny so they require documentation to verify business rationale, Fair Market Value, proof of performance and many others.

## WITH THE INCREASED ROLE OF VIRTUAL HCP ENGAGEMENTS AND SO MANY INTERACTIONS HAPPENING AROUND THE WORLD, HOW DOES A COMPLIANCE TEAM MANAGE IT ALL?

HCP/O Engagement Management delivers a comprehensive solution for all engagements, supporting all key users in the engagement process, with an advanced global rules engine to minimize risk. Intelligent workflows, consumer-grade UI/UX, and seamless connectivity make HCP/O Engagement Management a best-in-class experience.

1. Engage in a compliant way; ensure commercial teams have proper consent
2. Meet GDPR, HIPAA and all privacy regulations in all parts of the World
3. Manage all your HCP interactions in jurisdictions around the World with embedded rules to ensure they meet the local requirements

## HOW WILL YOU MANAGE ALL YOUR COMMERCIAL CONTENT?

IQVIA ePromo can help ensure that your commercial content is digitally referenced, reviewed, approved and suitable for use in the most current format.

IQVIA ePromo is a review and approval content management application, that enables brand teams, agencies and Medical Legal Regulatory (MLR) to collaborate more effectively. This can be helpful to organize digital content for easier reuse, retrieval, and withdrawal. In addition, teams can gain insights for process improvement opportunities - helping to keep your company efficient, competitive and compliant.

To learn more about how IQVIA Technologies can help you orchestrate efficiency across your enterprise, contact us.

**CONTACT US**

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