

# IQVIA Launch Excellence

Fully optimize all launch opportunities and realize full market potential



Successfully launching new pharma products and indications has become exceptionally challenging.

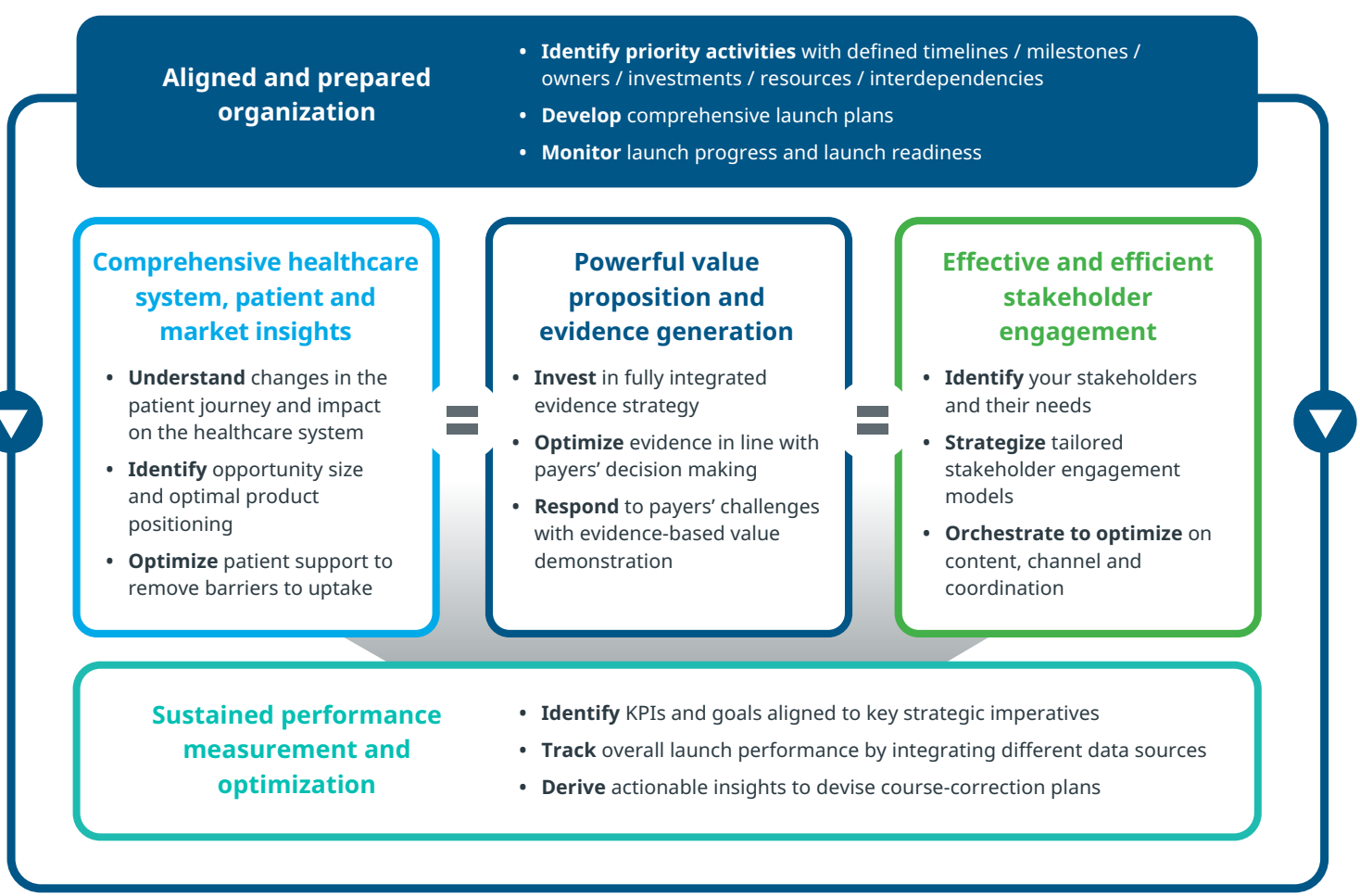


With over 30 years' experience, IQVIA has supported **more than 5,000 launches** and analyzed **1,000 of the best innovative launches**.



We combine **unprecedented data, advanced analytics, domain expertise and innovative technology** to support launches from planning to execution.

The IQVIA Launch Excellence framework provides end-to-end support across five success factors



## Why choose IQVIA for launch excellence

### Launch Expertise

**Future-proof your launch in a shifting market environment**

- 5,000 product launches in 120+ TAs supported
- 1,000 launches studied to shape launch excellence frameworks and critical success factors
- Holistic launch support from **Market Access, Commercial, Real-World Studies** and **Medical Affairs COEs**

### GTM & Customer Engagement

**Develop effective and pragmatic go-to-market (GTM) strategies**

- 500+ GTM strategies developed

**Increase commercial effectiveness with outsourced engagement solutions**

- 93% positive rating for HCPs engaged through remote engagement
- 42% increase in adherence through patient support programs

### Proprietary Tools & Technology

**Achieve operational agility**

- Launch-specific platforms to augment and assist processes and decision making

**Accelerate access to powerful, connected insights**

- 8+ platform families to support patient insights, market access and commercial workflows

### AI-Powered Analytics

**Drive launch success through precision analytics**

- World's largest **library of algorithms and analytics**
- Identify **3x** more patients and achieve **2x** increase in speed of patient initiation
- Enable up to **85%+** accuracy in precision HCP targeting
- 4x** increased engagement with digital and email content

## How we help you achieve launch excellence



### Unparalleled access to granular data and AI-powered analytics

- Real-world data — **80+** proprietary and **130+** differentiating collaborations
- 1.2B+** non-identified patient records in **50+** countries
- ~**26M** HCPs' profile data across **116** countries, **250+** attributes
- 400,000+** sources of social media

### Industry-leading global data and tools

- 90%+** of global pharma sales data tracked at national and territory level
- 30K** HCPs providing promotional activity inputs on **300K** brands
- Granular HCP prescription and account level volume data in **all key markets**



### Deep healthcare and functional expertise

- 3,100+** epidemiologists/RWI experts
- 1,900+** PhDs and **1,800+** medical doctors
- 16** therapeutic area Centers of Excellence
- TA expertise** provides clear point of view for successful asset strategies
- 100+** predictive disease solutions



*Achieve launch excellence with a proven partner*