IQVIA

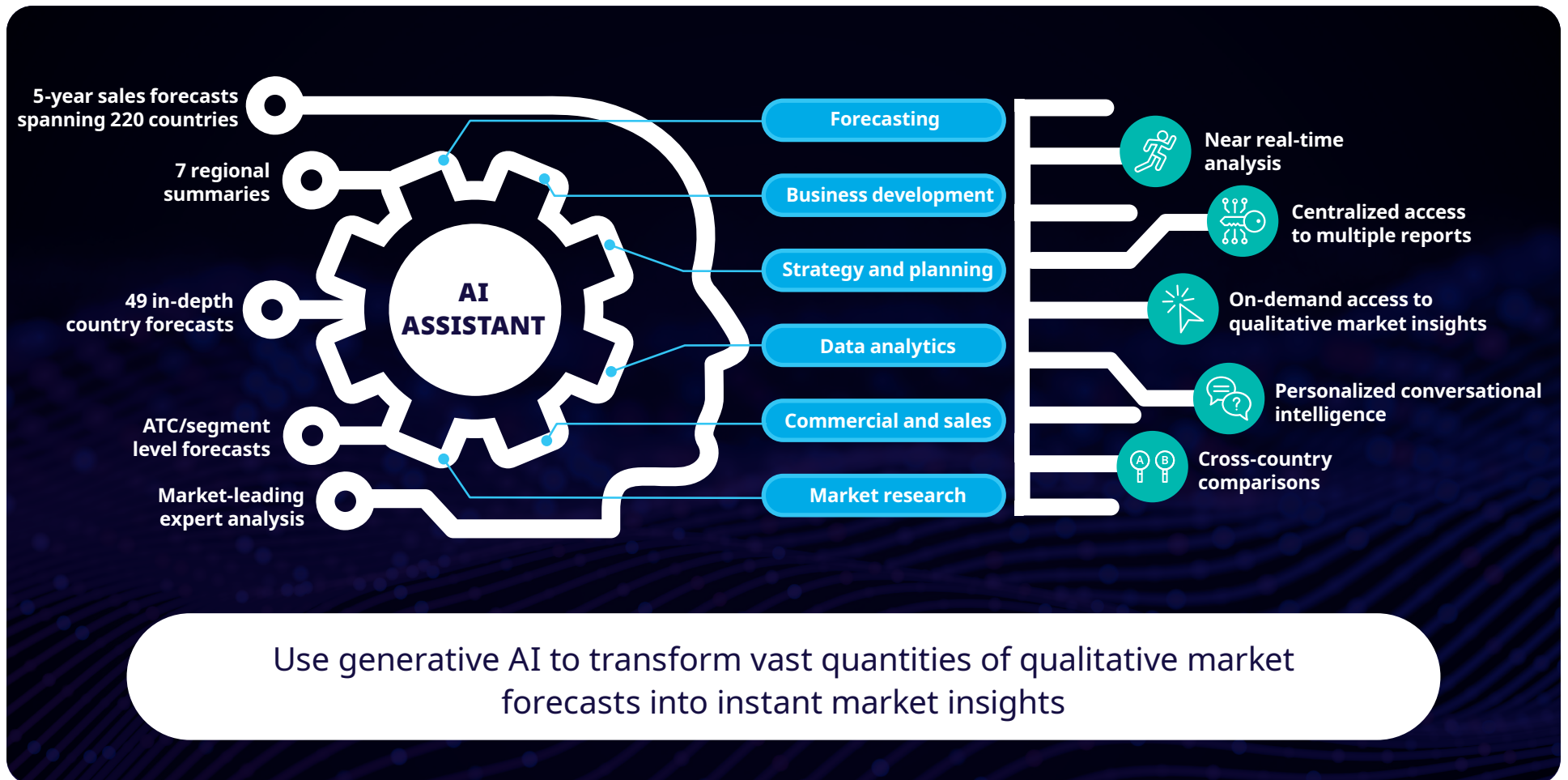# Unlock the Future of Pharmaceutical Market Intelligence

Introducing IQVIA Market Prognosis with AI Assistant, your on-demand analytics powerhouse

Market Prognosis with AI Assistant revolutionizes the way you access market developments and trends by harnessing the power of artificial intelligence. Based on Healthcare-grade AI™, this cutting-edge solution delivers lightning-fast analytics across vast amounts of multi-country pharmaceutical data, empowering you to make informed strategic and investment decisions with unparalleled speed, accuracy, and confidence.

- 5-year sales forecasts spanning 220 countries
- 7 regional summaries
- 49 in-depth country forecasts
- ATC/segment level forecasts
- Market-leading expert analysis

AI ASSISTANT

- Forecasting
- Business development
- Strategy and planning
- Data analytics
- Commercial and sales
- Market research

- Near real-time analysis
- Centralized access to multiple reports
- On-demand access to qualitative market insights
- Personalized conversational intelligence
- Cross-country comparisons

Use generative AI to transform vast quantities of qualitative market forecasts into instant market insights

Accelerate strategic planning and decision making with a clear view on future market dynamics.

Business strategy

Instantly understand global macro events impacting the pharma industry over the next 5 years

Examples: Forecast the US pharma market, identify key drivers in European markets, and assess the impact of China's anti-corruption campaign

Investment and planning prioritization

Access validated in-depth strategic viewpoints through summarized insights based on expert knowledge on multiple geographies

Examples: Compare healthcare expenditure in China and India, analyze UK and Italian pharma, and highlight opportunities and challenges in France and Spain

Planning and risk mitigation

Examine the dynamics at segment and therapy level across multiple detailed reports

Examples: Project generic market growth in Europe, identify fast-growing therapy areas, and pinpoint key healthcare policy changes in ASEAN markets

Your competitive edge: See IQVIA Market Prognosis with AI Assistant in action.

Contact us today to request a demo and experience the transformative power of AI-driven insights with Market Prognosis.

Drive new levels of performance, enhance efficiencies, and improve patient outcomes with IQVIA *Healthcare-grade AI™* Learn more at IQVIA.com/AI

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