

Building Confidence in Your Brand and Strategy Planning

Brand and strategy plans are owned and created across teams with inputs from marketing and sales to digital and medical teams; part of an organisation which is culturally aligned.

To overcome this singular alignment, healthcare and aero industries triangulate their plans with external assurance.

Bringing in an external team that looks at the business from a different viewpoint, who have the capabilities to challenge thinking with unparalleled expertise and data, can give you the confidence that you have the right plan.

IQVIA have evidence-led, end-to-end services to support and assure your strategic plans; from IQVIA brand assurance workshops and NHS or private landscape assessments to value proposition and plan stress tests.



IQVIA is uniquely placed to support brand planning by providing market insights and pressure testing strategies

Insights	NHS landscape assessment What do we need to know to access the NHS market?	Commercial landscape assessment What do we need to know to plan a commercial strategy?	IQVIA forward view What future environmental trends must be considered?	Private market assessment If, how and when should we target the private market?
	Brand Assurance Is there anything missing from our brand strategy?	Marketing Mix Evaluation Is promotional investment focused on the right activities and channels?	Value proposition testing How is the value proposition likely to resonate?	

Get in touch with IQVIA for more details on how we can collaborate to ensure patients in the UK get efficient access to pharmaceutical therapeutics and diagnostics.

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