

IQVIA's Patient Engagement Services: improving patient access, experience and outcomes

As patient care becomes increasingly varied and complex, effective Patient Engagement Services are essential for optimal delivery of care



Treatments are becoming increasingly complex and targeted



Poor medication adherence is responsible for over €1.25 billion in preventable healthcare costs in Europe¹



Despite considerable investment in Patient Engagement Services, pharmaceutical companies still face significant challenges due to low awareness, low value perception, and low uptake, resulting in poor outcomes and business impact

IQVIA is uniquely positioned to deliver truly connected PATIENT ENGAGEMENT SERVICES through a bespoke blend of high-quality offerings

CONNECTED

Offering a streamlined service that connects **patients, multidisciplinary clinical teams, and homecare services**, through integrated digital technology



TAILORED

Delivering a bespoke blend of high-quality patient engagement offerings, including:

EDUCATION
for patients and HCPs about disease, disease management, & treatment

ADMINISTRATION
of therapy and tests at the patient's home or in clinic, as required

SUPPORT
for patients (logistical, clinical advice, wellbeing, adherence & persistence solutions)

COMPREHENSIVE

Providing patients with holistic support throughout the patient pathway

PRE-TREATMENT
Accelerate access to treatment

TREATMENT INITIATION
Activate the care pathway

MAINTENANCE AND AFTERCARE
Assist patients on treatment

IQVIA's established connections in the NHS allow for rapid, agile delivery of Patient Engagement Services



As a **trusted provider to 95% of NHS organisations**, IQVIA teams are integrated into the healthcare system allowing clinical teams to be deployed at pace and scale.

Through **ongoing communication** with NHS sites, clinicians, and patients, IQVIA work to constantly **improve and scale** the service throughout its duration to ensure maximum value

This has led to **overwhelming positive feedback** from NHS sites and patients on the quality of services provided

“ The service is professional, patient focused, well led & very supportive to patients

NURSE

“ Nurse made me feel safe & confident in administering the drug

PATIENT

Improving patient access, experience and outcomes that demonstrate the real-world value of treatment

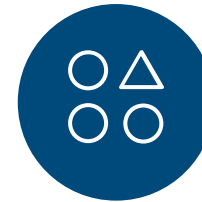
Therapy value is demonstrated through IQVIA's data-driven evidence and measurable outcomes via real time data insights that help track patient and NHS impact, leading to:



Accelerated access to treatments



Enhanced health outcomes



Differentiation of products



Greater insights into patients



Stronger relationships with patients & HCPs

CONTACT US

Market Access and Patient Activation
 Email: IQVIAMAPA@iqvia.com
 X: @IQVIA_UK
 LinkedIn: IQVIA UK & Ireland