



IQVIA: Market Access and Patient Activation

THE IQVIA MAPA TEAM...

IS...

What is the IQVIA MAPA team, what do they do?



a **trusted healthcare consultancy and delivery team specialising** in preparing the UK healthcare system to implement the successful adoption of innovative solutions and therapies

FOR...

Who gets the benefit of working with the team?



pharmaceutical, biotechnology, and medical device companies who want to access **supportive services** to help **maximise the adoption of their assets** in the UK

BECAUSE...

What are the reasons to believe in the team?



the team have the **evidence, expertise and experience** to deliver relevant **end-to-end solutions at pace and scale**, using **evidence-led decision-making**

WHICH MEANS THAT...

Ultimate benefit of working with the team

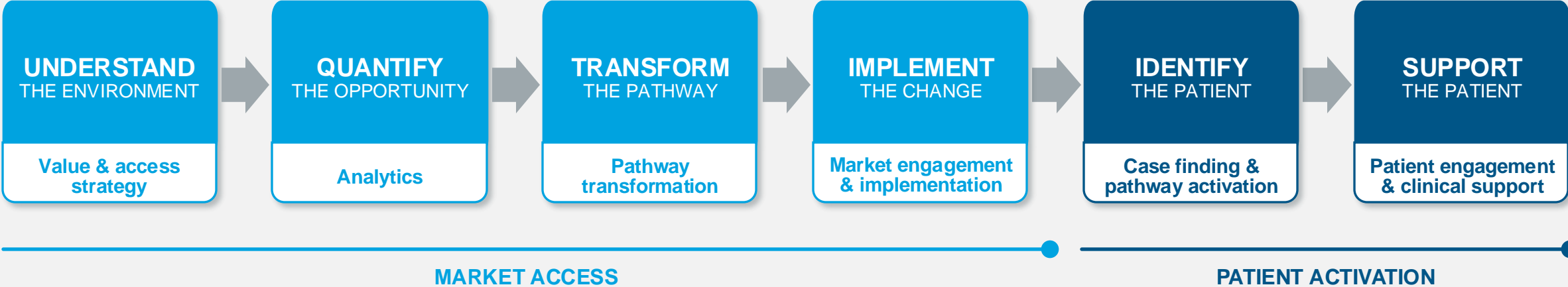


care pathways are optimised and implemented within the NHS, **patients are engaged** in their care and treatment, and the **best outcomes are achieved** for the patient, NHS and client

What We Do:

The IQVIA MAPA team delivers **evidence-led, end-to-end services** to ensure patients in the UK get **efficient** access to pharmaceutical therapeutics and diagnostics.

The IQVIA MAPA offering meets **six key needs** across Market Access and Patient Activation:





Understand the Environment

Value & Access Strategy

Our team of value & access strategy consultants:

- Conduct a landscape analysis to understand the impact of the current healthcare environment
- Assess key opportunities for an asset
- Define strategies that resonate within the NHS





Quantify the opportunity

Analytics

Our team of expert analytics consultants:

- Evaluate real-world patient data to understand how patients move through the healthcare system
- Identify what needs to change for a treatment asset to be adopted by the NHS
- Quantify the size of the opportunities for the treatment asset using IQVIA PLICS and HES data





Transform the pathway

Pathway Transformation

Our team of pathway transformation consultants:

- Evaluate how care is being administered on the front line
- Identify the root causes of variation, barriers, and bottlenecks currently preventing asset adoption
- Define an innovative approach and implement new ways of working within the healthcare system to optimise patient access to care





Implement the change

Market Engagement & Implementation

Our agile Engagement Specialists, Field Market Access, and Medical Science Liaison (MSL) teams:

- Engage and educate key stakeholders in the NHS to influence their behaviours and implement new ways of working to improve access to care
- Leverage industry-leading insight, data and technology to enhance access and impact





Identify the patient

Case Finding & Pathway Activation

Our expert clinical services teams utilise the latest tools and technology to:

- Identify patients who may benefit from care review
- Monitor patients to assess the impact of care interventions and uncover potential clinical issues
- Provide clinical education to ensure continuity of service, implementation of new pathways and initiation of new treatments

This results in optimisation of patient health at scale





Support the patient

Patient Engagement & Clinical Support

Our clinical teams of nurses, pharmacists, phlebotomists, and doctors provide the NHS with clinical capacity to:

- Deliver care directly to patients, including triage and scheduling, prehabilitation, testing, care reviews, and treatment administration
- Support adherence through proactive patient engagement
- Facilitate effective communication between patients and MDT clinical teams to support better care



How We Do it: The IQVIA MAPA team acts as an extension of your team to provide support in maximising the value of your assets at pace and scale

By partnering with us, you will have access to industry-leading..



Evidence

IQVIA have access to a wealth of UK health data, ensuring that all decisions are guided by evidence, including:

- Market sizing
- Business information
- Real-world pathway analytics



Expertise

IQVIA have the largest market access workforce in the UK to provide expert support to your team, including:

- **Knowledgeable, experienced, specialist** consultants that support UK market access practice from strategy to deployment
- **Clinical personnel** (nurses, pharmacists, doctors) that are integrated within the NHS and ready for **rapid deployment**



Experience

IQVIA have the tried-and-trusted processes in place to be able to deliver holistic, integrated end-to-end solutions

IQVIA MAPA



Data is at the core of everything we do. Gain access to the latest **business information and real-world pathway analytics**, ensuring that all decisions are driven by evidence and rooted in real-world insights.



Working with a single team that become **experts** in your asset leads to efficiency, cost-effectiveness, and connectivity that can otherwise be lost when working with multiple partners.



The IQVIA MAPA team comprises consultants and clinical personnel who are experts in their field. Our knowledgeable, experienced, specialist consultants support UK market access practice from strategy to implementation, and our clinical personnel, including nurses, pharmacists, and doctors, are integrated within the NHS, ready for rapid deployment to augment capacity and know-how.



From developing a deep understanding of the healthcare environment, assessing key opportunities and strategies for an asset, designing and transforming pathways, supporting implementation through engagement, to supporting patients through the provision of healthcare resources, we have **experience across every aspect**.



We believe that we can **unlock maximal value** working as your trusted strategic partner, supporting you at every step of your market access and patient activation journey, from strategy to delivery.