

IQVIA Landscape Assessments: empowering you to make assured, impactful business decisions rooted in robust, intelligence-led insights

A comprehensive understanding of how the UK healthcare system impacts your business is crucial for strategic planning

In an ever-evolving landscape, it is critical to have the latest data and insights to inform strategic planning, considering:



Healthcare system environment



Treatment landscape

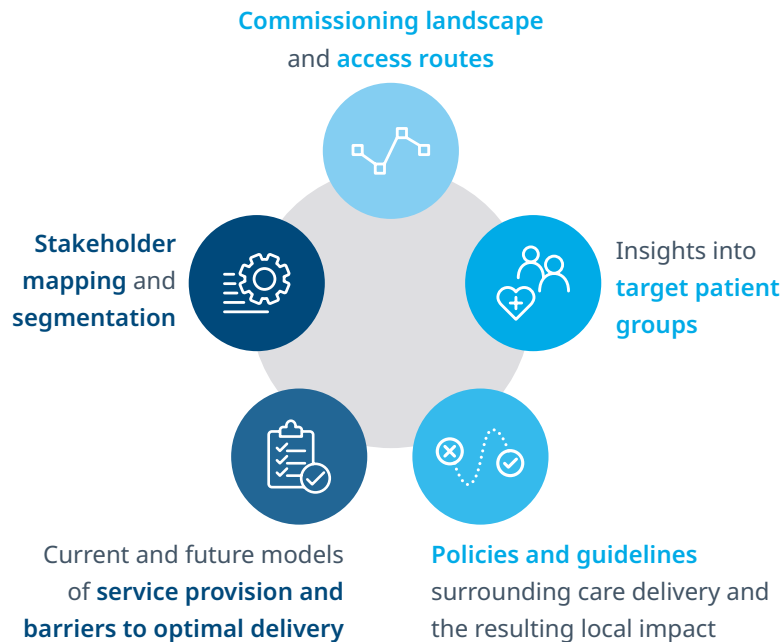


Brand lifecycle

IQVIA delivers bespoke, intelligence-led landscape assessments that are tailored to meet your business needs

IQVIA can support you in building a robust understanding of the environment and identify evidence-based recommendations to maximise the value of your asset and ensure patients have access to care in the ever-evolving UK healthcare system.

No matter where you are in your brand journey, IQVIA landscape assessments can be tailored to your needs.



By partnering with IQVIA, you will have access to best-in-industry:

EVIDENCE

Unique access to the most robust insights and data assets in the industry, including:

- **Data assets:** Hospital Episode Statistics (HES), Patient-Level Information and Costing Systems (PLICS), Cancer Analysis System (CAS), OneKey, Pipeline Intelligence, Discovery 3.0
- **Customer insights:** NHS Insights Panel, Pando Primary Market Research 360

EXPERTISE

Connected multidisciplinary expertise of trusted consultants, clinicians, and managers, giving unprecedented **breadth and depth of understanding** across the healthcare system and life science industry

EXPERIENCE

Tried and tested methodology that provides a comprehensive landscape assessment to inform strategy

Empowering you to make assured, impactful business decisions to optimise company and brand performance



Supported by industry-leading data, networks, analysis, and interpretation of the market, you can be confident that you have all the information needed to:



Maximise opportunities and mitigate threats in the strategic planning process



Make informed, impactful business decisions that result in valuable outcomes for the brand, company, and patients

CONTACT US

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