

The Value of Painting a Fuller Picture of the Patient Journey Within the U.S. Healthcare Network and Beyond

CHRISTOPHER BEGGS, Sr. Director of Product and Strategy, IQVIA

JACLYN DECEMBRINO, Sr. Director of Real World Product and Strategy, IQVIA

Today more than ever, IQVIA is answering the tough business questions by expanding real world data source partnerships for fuller end-to-end patient and treatment insights.

From drug discovery through commercialization, the questions life sciences companies have to ask themselves regarding their business objectives and strategies in today's rapidly evolving landscape are becoming increasingly complex. As they aim to improve patient health outcomes, stakeholders are seeing firsthand how critical it is to dive deeper into the nuances of the patient journey to better understand and account for their specific needs as part of their business strategies. IQVIA recognizes the tremendous value of data acquisition as a key strategy required to safely connect layered healthcare insights and produce analytics that reflect this critical information.

Exploring nuances within the patient journey allows life sciences companies to drive informed strategy decisions more quickly and with confidence in a highly competitive marketplace. With that in mind, IQVIA has made significant recent investments in growing its network of trusted real world data suppliers who understand the need for commercial stakeholders to stay agile, pivot, add and reassemble new data sources to answer their unique and multi-faceted questions.



This expanding breadth of qualified real world data insights is helping these stakeholders measure disease burden per subgroups and how their assets are specifically working for patients. The data also enables stakeholders to strengthen focus on underserved and underrepresented populations, patient cost analyses, provider segmentation, prescription uptake and patterns, and much more.

Deeper extractions into patient journeys: A holistic viewpoint

To paint a more complete picture of patient representativeness, IQVIA has recently expanded its closed claims panel, adding new sources that offer expanded insights into growing the capture of more diverse patient populations within the U.S. healthcare ecosystem.

In partnering with a spectrum of trusted suppliers for new data sources to integrate into databases like PharMetrics® Plus, IQVIA has increased the size of data available for analysis, particularly in the closed claims space with a net lift of nearly 150M lives. In addition to increased sample size, PharMetrics Plus now features expanded capabilities. This is especially beneficial when our capabilities in applied analytics allow for layered iterations of data insights from a larger ecosystem of resources (e.g., disease communities, real-world data, regulators, etc.) to better answer the unknowns within drug development and commercialization strategies that have long stood in the way of advancing healthcare.

So, exactly how deep can patient insights go to continuously open up use cases, informing decisions that impact patient care?

Using PharmMetrics Plus as an example, the depth of data to layer analytics now offers:

- Diverse enrollee base, with coverage across commercial, managed Medicaid and Medicare Advantage plans
- Increase in 65+ lives
- Increasing availability of race/ethnicity
- Mother/baby linkage data enabling safety and longitudinal health outcomes analytics following pregnancy

PharMetrics Plus maintains its longstanding status as a reputable research grade adjudicated claims offering supporting broad analytics in both the real world and

academic arenas, and increasingly for commercial use cases. The fully cleansed and curated multi-sourced closed claims dataset continues to be the premier source for capturing the complete patient journey across all sites of care.

Expanding data sources with quality, privacy, and security in mind

In accessing this extensive breadth of patient data with the purpose of improving care, it is just as vital to make sure stakeholders across the entire data supply chain stay laser focused on upholding data quality, privacy, and security. The foundation for IQVIA's data acquisition approach today and in the future is to ensure effectiveness in helping stakeholders find the right answers without compromising data quality and privacy. As such, IQVIA privacy and governance standards preserve the long-term stability of data sources we integrate into our efforts, building trust among reliable data supplier partners and minimizing disruptions to meeting the business goals of life sciences companies.

Continuously expanding patient data roadmaps and solutions

Looking ahead, we know it will be vital to continue investing in viable sources of data to further guide informed decisions for drug discovery, development, and well beyond. Just as patient journeys evolve, IQVIA's data acquisition roadmap will strategically evolve as well, especially as more data sources become available, vetted, and potentially integrated into strategies with safeguards in place to expand use cases.

In adding more strokes of paint to see a more complete picture of patient representation and insights to consider, our team is equipped and ready to help dive deep alongside life sciences partners and extract the necessary insights to drive patient care forward.