IQVIA AI for Health Plans

AI medical event prediction

Artificial intelligence and machine learning (AI/ML) models have transformed the ability to identify opportunities to reduce avoidable costs, predict medical events, and, ultimately, improve patient care. But developing and implementing the models, and then interpreting the insights to drive actionable results can get tricky. You need the right data, the right process, and the right actions to be successful.

Common AI implementation pitfalls

Data science resource limitations

- Project de-prioritization due to staffing limitations.
- Model drift, bias, and uninterpretable results.

Under-and over-localization

- Siloed, home-grown models.
- Black box models with limited configuration.

Limited clinical resources for actioning

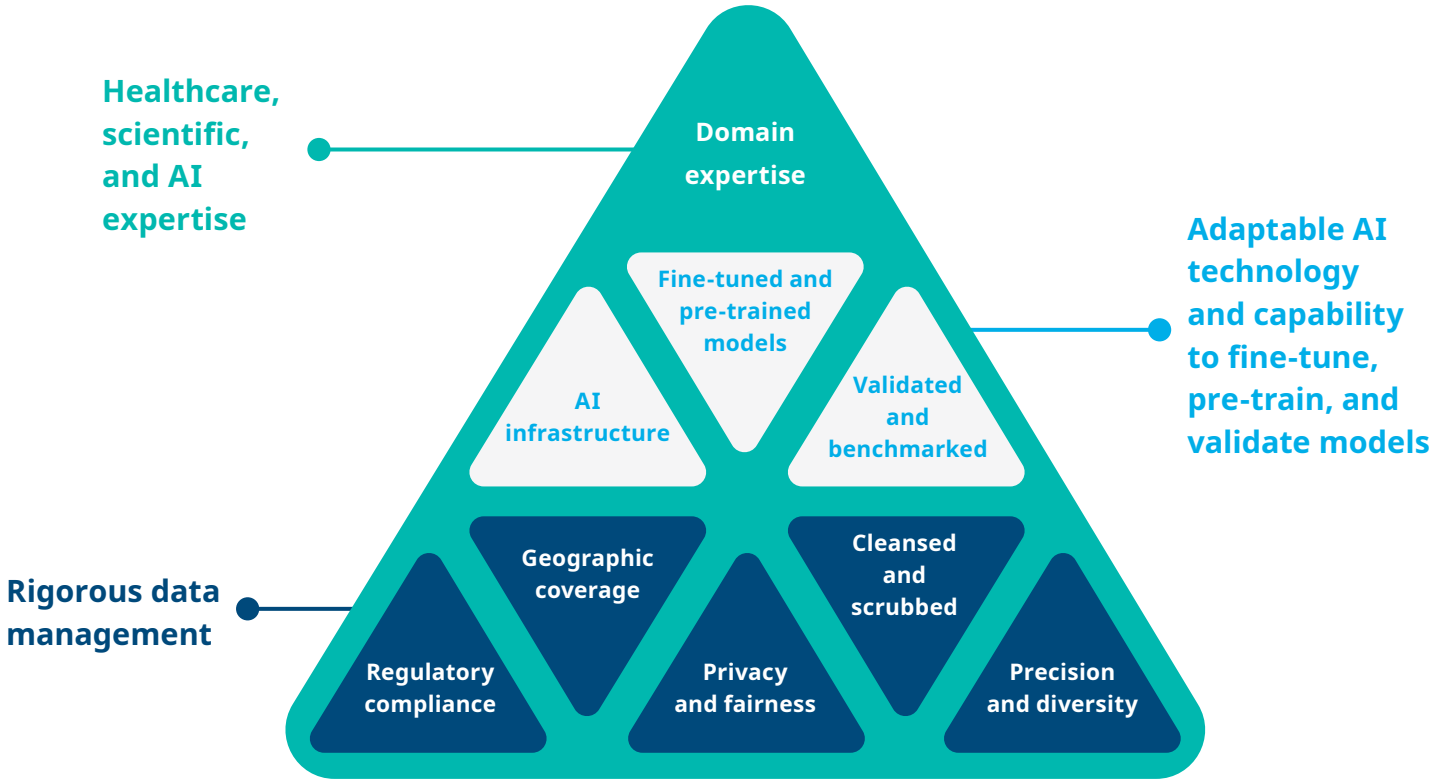
- Investments that do not yield actionable information.

IQVIA Healthcare-grade AI™ in action

NEEDS	BENEFITS
Earlier detection of disease progression	**Cost savings** on expensive, late-stage treatments. **Improved member health** outcomes by enabling early interventions. **Risk management** to lower, high-cost claims through proactive care plans.
Identification of treatment non-adherence	**Reduced healthcare costs** by preventing complications and hospitalizations due to non-adherence. **Enhanced member engagement** by encouraging members to follow prescribed treatments to improve health outcomes. **Data-driven interventions** enable targeted interventions to improve adherence rates.
Understand patterns of disease progression	**Personalized care plans** facilitate the creation of tailored care plans based on individual disease trajectories. **Predictive analytics** improve the ability to forecast future healthcare needs and costs. **Improved resource allocation** by understanding disease patterns and aligning resources.
Ability to predict risk of adverse events	**Preventive care** with proactive measures to prevent adverse events and reduce costs. **Risk stratification to** identify high-risk members for closer monitoring and management. **Enhanced safety** by anticipating and mitigating potential complications.
Identification of risk for emergency room (ER) visits and re-admission	**Cost reduction** from unnecessary ER visits, leading to significant cost savings. **Efficient resource use through** better planning and allocation of valuable healthcare resources. **Member satisfaction** and improved experience by reducing the need for emergency care. **Lower re-admission rates** to achieve additional cost savings. **Targeted follow-up care to** ensure high-risk members receive appropriate post-discharge care. **Improved quality of care** by addressing potential issues earlier.
Proactively predict treatment responses	**Optimized treatment plans** and adjustments based on predicted responses. **Increased efficacy** of treatments by tailoring them to individual members. **Cost efficiency** by avoiding ineffective treatments and minimizing adverse reactions.

Why IQVIA?

IQVIA Healthcare-grade AI™ is a model for trusted intelligence with key building blocks to help organizations account for fairness, privacy, precision, and actionable insights.



IQVIA's fit-for-purpose approach

For over 20+ years customers have benefited from IQVIA's award winning natural language processing and AI methodologies

AI and healthcare expertise required at all stages

Data and insights

Tailored data and expert inputs

- Regulatory compliant.
- Validated at scale.
- Diverse and inclusive data.
- Industry expertise, knowledge-based, and historical.

Fine-tuning

AI models optimized for the healthcare industry

- Accelerates time-to-value.
- Improves accuracy.
- Designed by AI and healthcare experts working side-by-side.

Validation

Validated outputs

- Industry experts in the loop ensure pre-trained model accuracy.
- Benchmarked against traditional outputs.

Implementation

Specialists expertly guiding execution

- AI embedded into solutions by industry experts, PhDs, and data scientists.
- Access to a variety of AI models to ensure right fit.
- AI UX expertise required for effective adoption.

All learnings fed back to training

Assess business needs

- Understand customer key objectives and goals.

Specifications and design

- Assess feasibility.
- Establish optimal approach (dynamic, predictive vs. rules-based analytics).

Analytic tool development

- Create fit-for-purpose model, test, revise, optimize, and deliver.

On-premise implementation

- Support implementation and ensure customer satisfaction.

Dedicated collaboration

- Dedicated client success advocate.
- Ongoing support for data inquiries and methodology review.

With decades of experience in data science, AI-powered analytics, and innovative technologies, our teams at IQVIA have developed a model for scalable, secure information management and technology enablement to accelerate the reliable and responsible adoption of AI in healthcare.

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