

# IQVIA's LAAD Predictive Therapy Change Index (PTCI)

*Combining the power of LAAD with AI/ML to predict HCP prescribing behaviors for patients most likely to change therapy*

## Today's reality

To increase speed to market, commercial leaders need a better way to empower their sales force using the power of Artificial Intelligence and Machine Learning (AI/ML) insights. They need the ability to quickly identify healthcare providers (HCPs) and to accurately predict prescribing behaviors in key therapeutic areas based on real patient-based opportunities. They also need an efficient way to harness the true power of AI/ML commercial analytics without having to rely on or develop complex internal models.

## The right solution — IQVIA's LAAD PTCI

IQVIA's LAAD Predictive Therapy Change Index (PTCI) empowers brand leaders by harnessing the power of AI/ML to dynamically predict HCP prescriber patterns in critical therapeutic growth areas. PTCI combines the foundational power of IQVIA's Longitudinal Access and Adjudicated Data (LAAD) with prescription (Rx) data to accurately assess real patient-based opportunities in key segments including, but not limited to immunology and asthma.


PTCI then provides a prioritized list of HCPs with prospects that are most likely to change therapy in the near-term, allowing sales teams to deliver the right message to the right HCP at the right time.


Let the experience of IQVIA's Predictive Analytics Center of Excellence help inform your sales and growth strategies when you need them most — as quickly as possible.


## The IQVIA difference


PTCI is updated monthly, links to your existing LAAD solution, and can be enabled instantly.


### Key benefits include:

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HCPs with patients who are predicted to transition therapy ranked by index score
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Fully and securely linkable to LAAD claims data at the patient or HCP level
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Retrospective LAAD claims are turned into actionable predictive patient behavior
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Full LAAD database is leveraged to generate model output
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Syndicated with LAAD to allow for operational efficiencies and speed to market



## Use cases



### Physician targeting

- Determine which physicians have near-term actionable opportunity.
- Obtain real-time dynamic predictions and adjustments of call plans.
- Enable quarterly sales planning.



### Commercial analytics

- Track potential dynamic patients in market tracking.
- Assess conversions in predictive patients based on call activity.



### Speaker bureau

- Better match invited attendees to program topic based on patient opportunity.

## Delivery

IQVIA's LAAD PTCI is delivered as a reference table as part of LAAD deliveries or it can be purchased as a one-time data extract.

## Why IQVIA

IQVIA creates intelligent connections across all aspects of healthcare through its analytics, transformative technology, big data resources and domain expertise. As healthcare's vital partner for over 50 years, IQVIA delivers Connected Intelligence with powerful insights, speed, and agility.

Executing a successful data strategy to address your evolving use cases begins with a partner who helps protect the flow of information through a resilient panel and the ability to link data across sources to drive patient analytics and insights. IQVIA provides timely access to data while infusing privacy and governance into all processes to manage risk, all supported by an integrated delivery and support infrastructure to help you succeed.

With unparalleled industry expertise and its connected intelligence framework IQVIA provides customers with accelerated insights to make quick and confident business decisions.



### About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).