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IQVIA's Provider Association Analytics Solution: Membership and Workforce

Gain a comprehensive understanding of the current and future needs of your provider association segment

IQVIA's Provider Association Analytics (PAA) solution empowers Provider Associations to analyze curated datasets delivering actionable and strategic insights beyond your organizational data. PAA offers a comprehensive view of the healthcare provider landscape, including practice profile, demographics, behaviors, and workload that would otherwise remain unseen. The Provider Association Analytics solution delivers intelligence through a user-friendly, SaaS-hosted set of Business Intelligence (BI) dashboards, enhancing the value of provider information that can support effective membership and workforce analysis.

Today's challenges

Recruitment and retention

Provider Associations often struggle to gain a comprehensive understanding of the entire provider association segment, including members and non-members. Effective membership recruitment and retention requires the ability to segment the members and non-members into different association membership types in order to target messaging appropriately for each. And keeping current members engaged and satisfied is just as important as recruiting new ones, which requires ongoing targeted communication, relevant programming, and opportunities for professional growth.

Workforce shortages

The provider community has undergone rapid changes in the wake of the COVID-19 pandemic, from burnout to stress and overwork. As a result, Provider Associations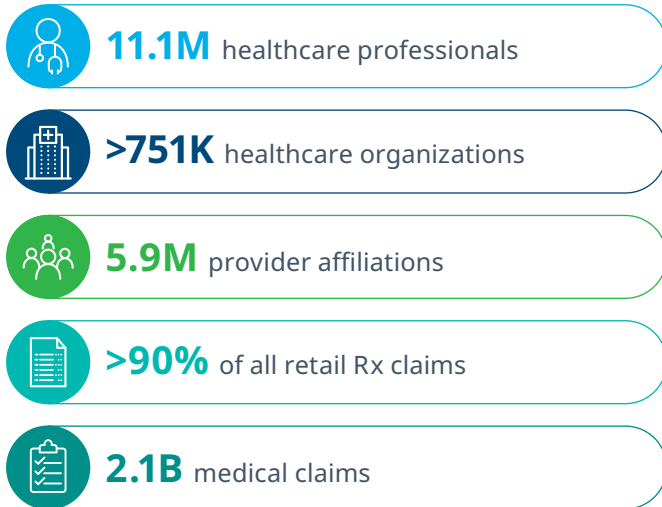 have been confronted with barriers that prevent them from developing a deep understanding of how emerging trends, patterns, and conditions affect their provider communities. By establishing a deeper level of knowledge about potential provider partners, Provider Associations can more effectively advocate for their patient communities.

Diversity and inclusion

Provider Associations face significant challenges in achieving diversity and inclusion. While diversity brings numerous benefits, such as enhanced decision-making, increased innovation, and improved member engagement, it also requires deliberate effort to engage providers from various socioeconomic, cultural, and geographic backgrounds. Associations must navigate these complexities to create inclusive environments that resonate with a broader audience. This ongoing challenge is crucial for better serving their communities and achieving their organizational goals.

Unparalleled data

11.1M healthcare professionals

>751K healthcare organizations

5.9M provider affiliations

>90% of all retail Rx claims

2.1B medical claims

Benefits

Supply and demand analysis

Assess the existing workforce in your provider association segment and forecast future requirements by taking into account factors like segment growth, retirements, and attrition. Understand distribution of providers by primary certification or sub-specialty.

Demographic analysis

Gain insights into provider demographics, including age, gender, and geographic distribution, to help identify trends and areas of concern such as an aging workforce or lack of diversity.

Training and education analysis

Evaluate the number of training programs, residency slots, and fellowship opportunities available. Ensure the pipeline of new professionals is sufficient to meet future demand.

These analyses help Provider Associations make informed decisions about their members and ensure the specialty can meet future healthcare needs.

IQVIA difference

IQVIA's health information ecosystem.

provider association segment subject matter expertise.

Proprietary methodologies and analytical modeling.

IQVIA has empowered provider associations and medical specialty societies globally to advance human health by leveraging data, technology, scientific, and analytics expertise. We help health organizations accelerate discovery through improved data curation, sharing, and repurposing. Utilizing modern data collection techniques, data standards, and registry infrastructures, we support organizations with improving health outcomes for their members and in their communities.

CONTACT US

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