



The Connected Healthcare Information eBook

A data strategy blueprint for commercial success

By Christopher Beggs, Senior Director, Patient Data Strategy, IQVIA



Table of contents

Addressing business needs in the face of ever-changing market trends	3
Accelerating strategy and innovation in this environment	4
A connected healthcare information strategy	5
Executing a data strategy to support and address new use cases requires agility and expertise across five critical area	6
Connected information is the foundation to successfully power and execute an optimized commercial strategy	22
There are NO shortcuts for a connected information strategy	23
IQVIA's comprehensive, connected healthcare information	24
A resilient data strategy for commercial success at scale	25

All items highlighted in green are clickable for more information.

Addressing business needs in the face of ever-changing market trends and supplier dynamics has never been more important


 Click on each icon to learn more about the topic.

Accelerating strategy and innovation in this environment requires accurate, complete, and connected healthcare information

 Click on each icon to learn more about the topic.



A connected healthcare information strategy must go far beyond the baseline of counts and coverage to ultimately enable fast, accurate insights that support new and emerging use cases

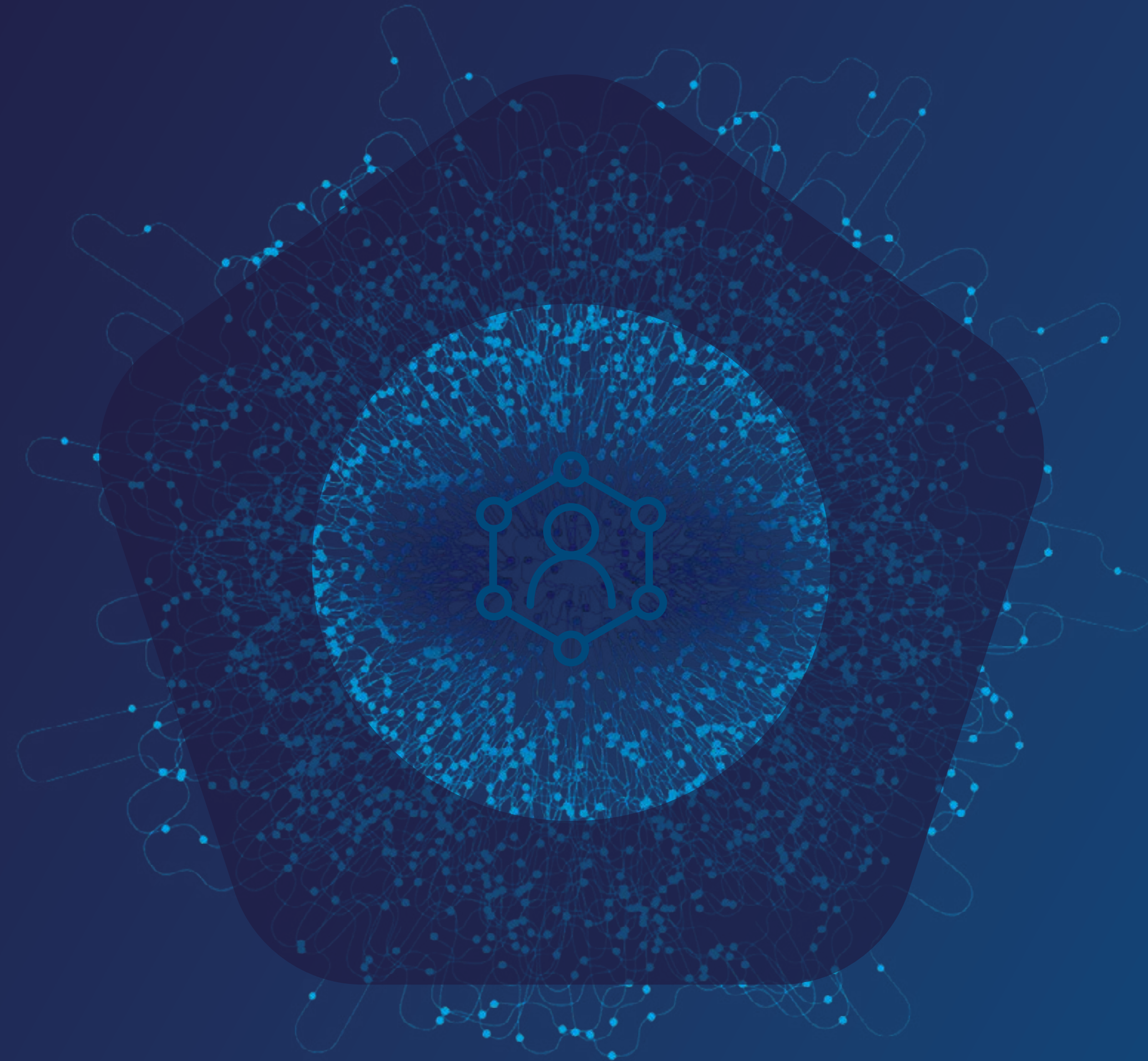
 Click on each icon to learn more about the topic.



**Speed-to-
insights**

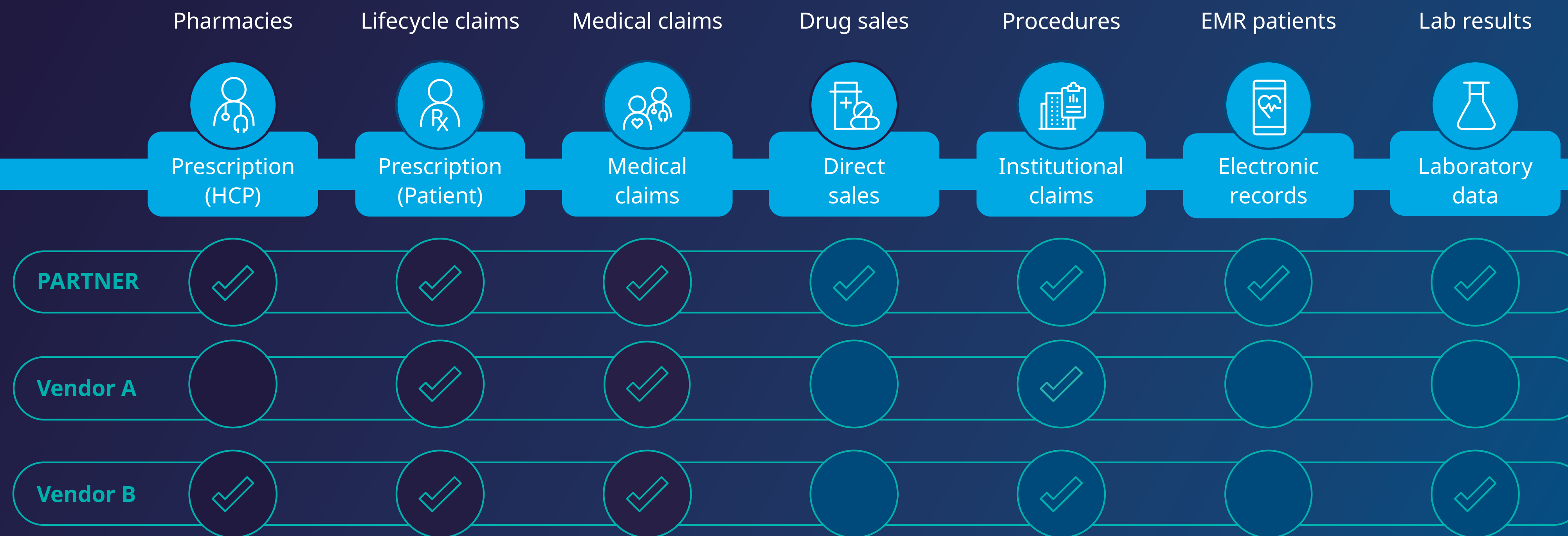
Executing a data strategy to support and address new use cases requires agility and expertise across five critical areas

 [Click on each icon to learn more about the topic.](#)





Access to consistent and connected information is needed for key insights into the product and patient journey



Gaps in coverage

Incomplete patient journey

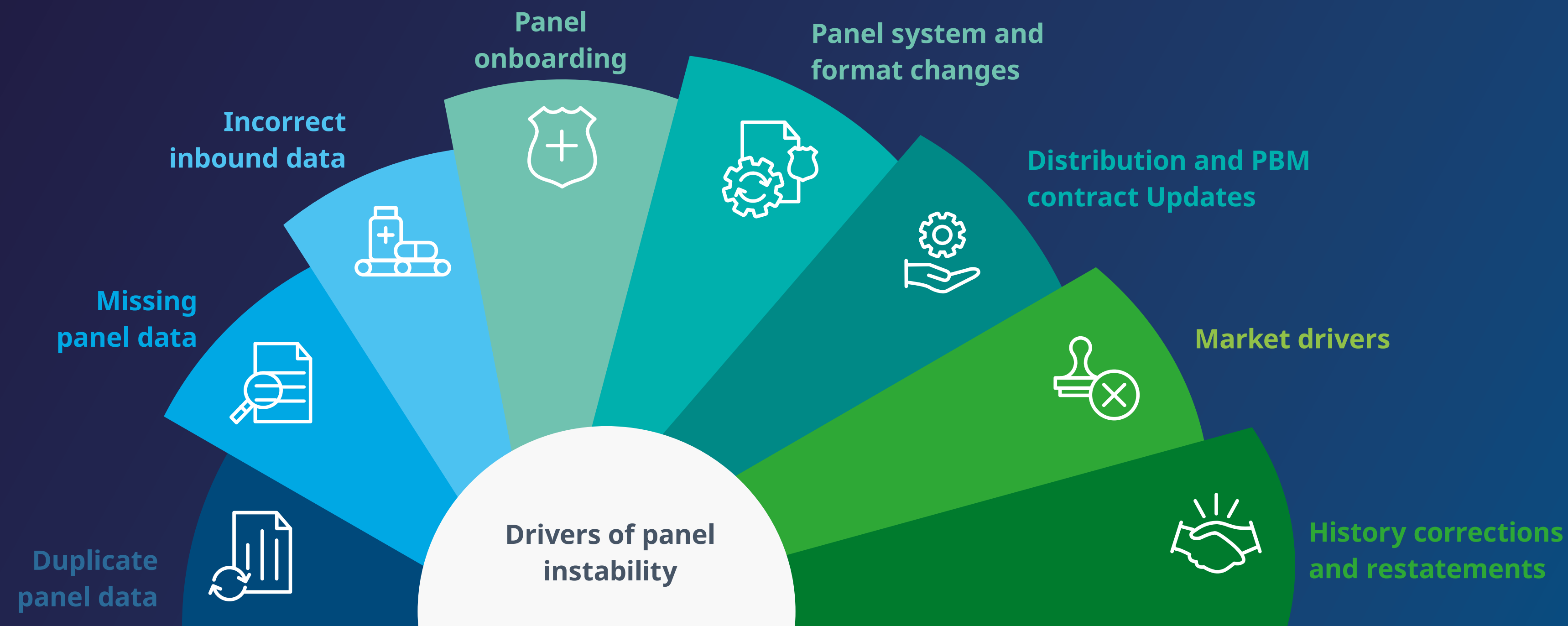
Inaccurate projections

Failure to meet analytic objectives






To drive consistent insights data partners must anticipate and manage through industry change and data volatility




Unreliable
foundational data


Increased contracting
complexities


Quality issues and
incomplete support


Gaps in coverage or
patient visibility


Lack of privacy and
governance





A resilient data panel will preserve the flow of information, minimize data volatility, and insulate teams from risk

 Click on each icon to learn more about the topic.



Consistent and trusted data



Minimal impact to operations



Protect the timely flow of information



Accurate HCP and patient engagement





Established trust with data partners combines source longevity, reliability and consistency with built in resilience

 Click on each icon to learn more about the topic.

The difference



Trusted supplier relationships that drive panel longevity and stability.



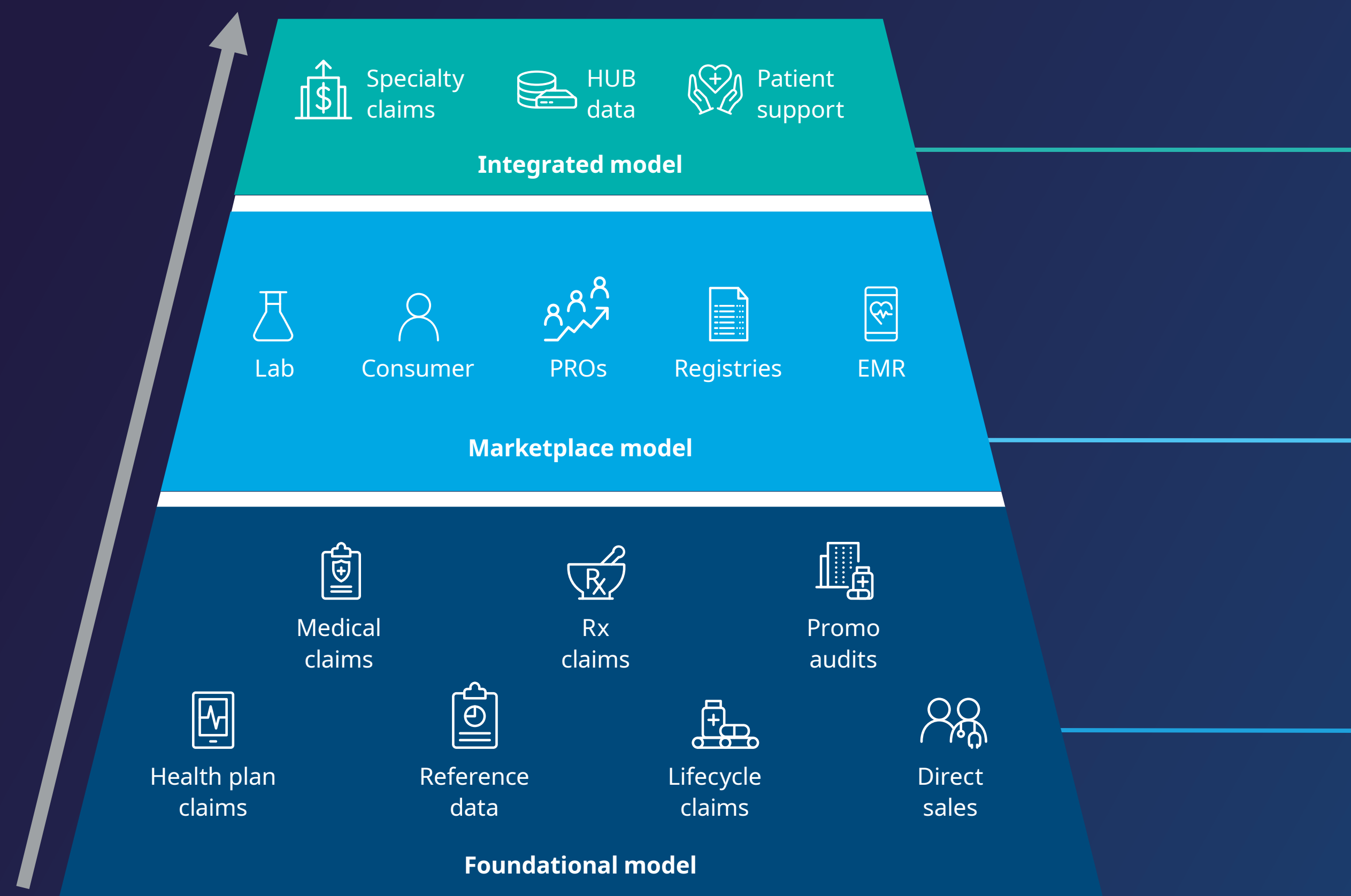
Synergistic relationships grounded in information, technology, and services.





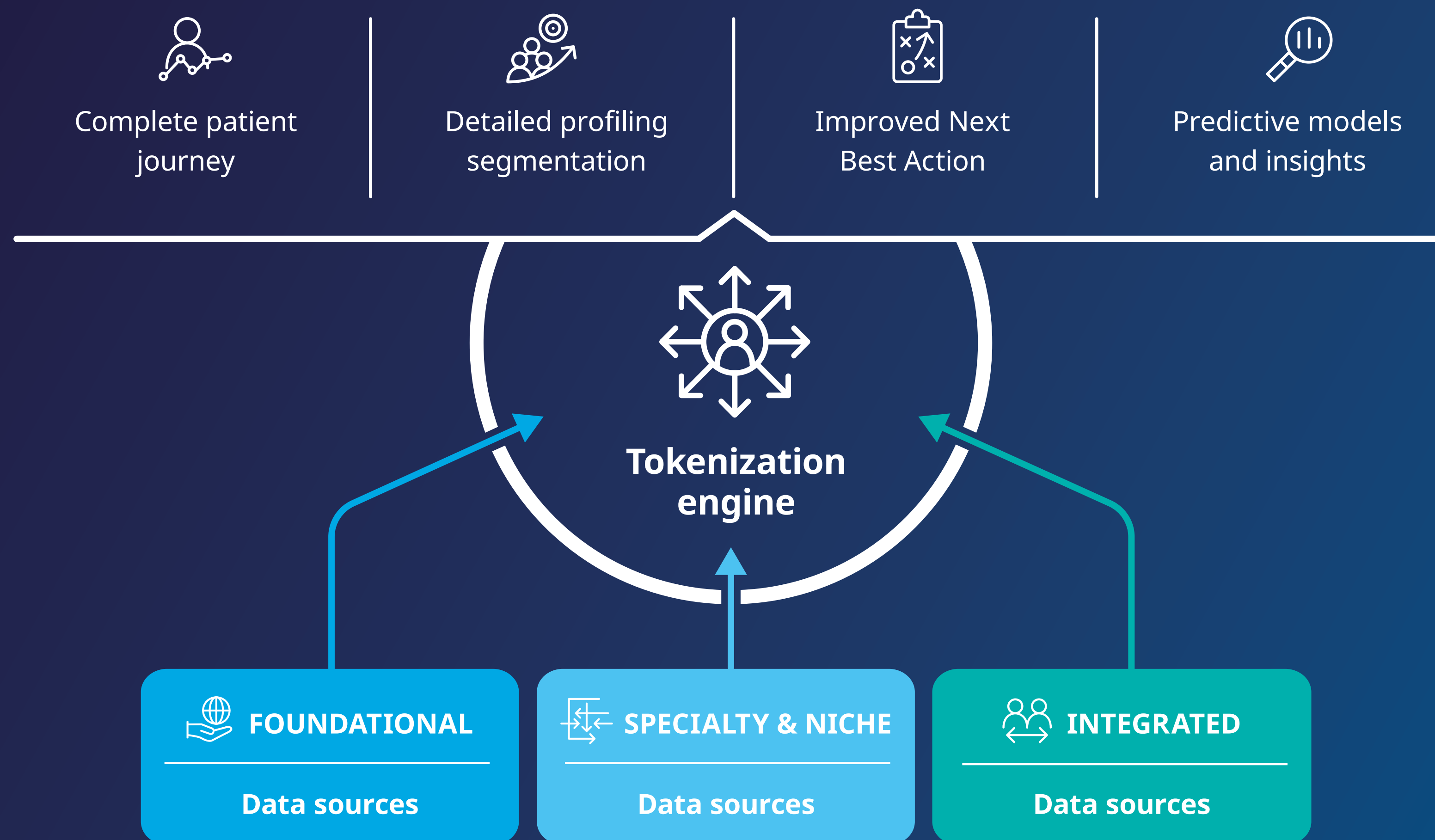
A truly connected and flexible data sourcing model should increase the opportunity for enhanced insights

Click on each icon to learn more about the topic.





Linking the data sources through a privacy-compliant platform is essential when driving patient analytics and insights





A tokenization engine must enable robust, linked datasets with a higher level of quality and consistency

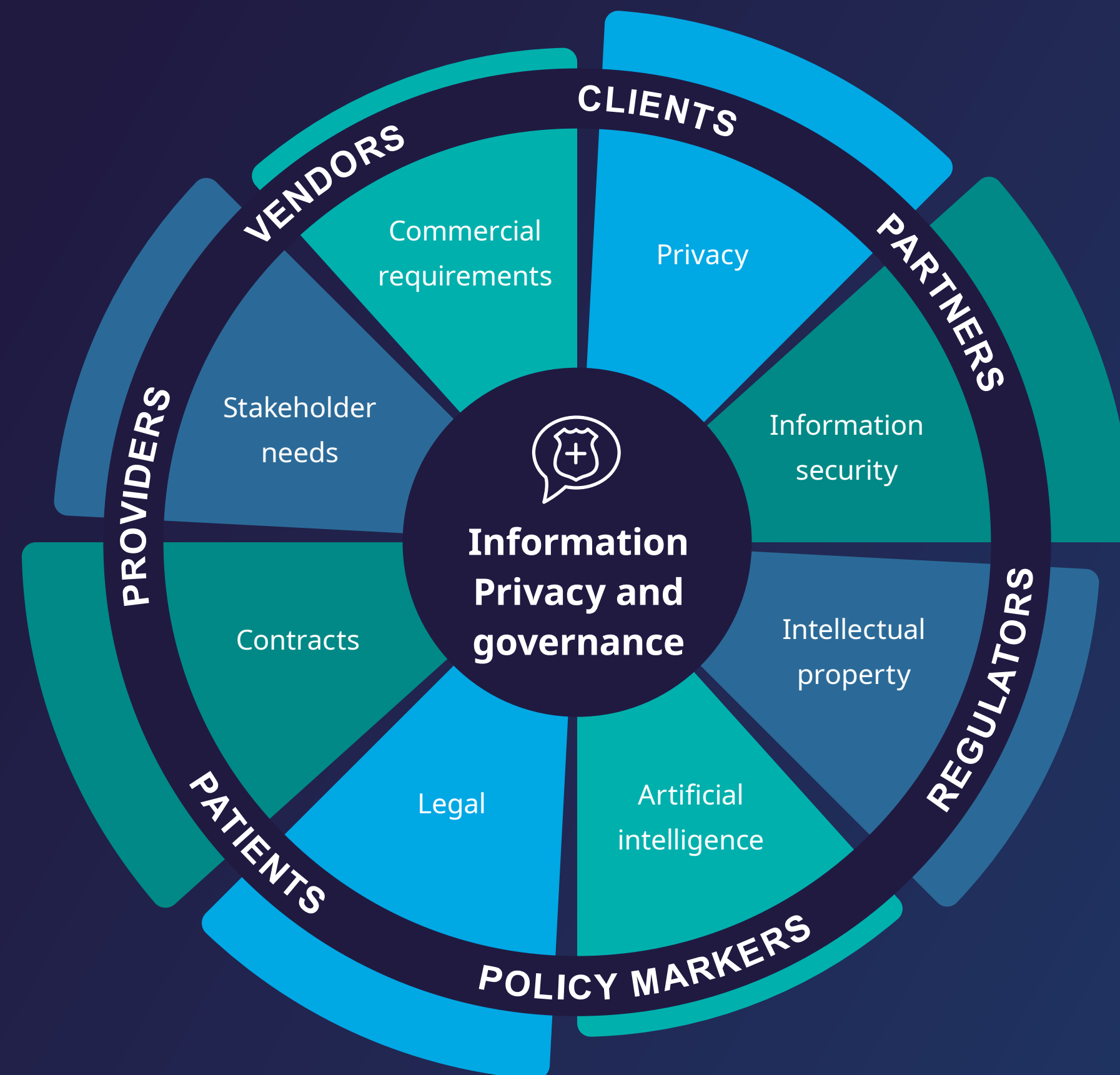
 Click on each icon to learn more about the topic.

Common challenges in patient tokenization and matching



Balancing stakeholder needs, new use cases, and requirements for privacy and governance has become incredibly complex

 [Click on each icon to learn more about the topic.](#)



Data partners have a shared responsibility to infuse privacy and governance and manage the risk



1

Reduced data risk

Robust controls reducing risk of inappropriate access.



2

Appropriate use

Training and auditing to ensure appropriate data use.



3

Efficient data access

Broad access in a compliant manner across opportunities.



4

Transparent approach

Designed to evidence regulatory requirements and compliance.



5

Data minimization

Deliver minimum data required to execute analysis.

Shared risk managed in partnership

If a data partner isn't talking about their privacy and governance, they are shifting the risk to you.



Minimizing re-identification risk by protecting data supply, access, and use case requires a partner willing to do the same

 Click on each icon to learn more about the topic.



Driving true business value from data management, new platforms and data analytics has become more challenging

 [Click on each icon to learn more about the topic.](#)

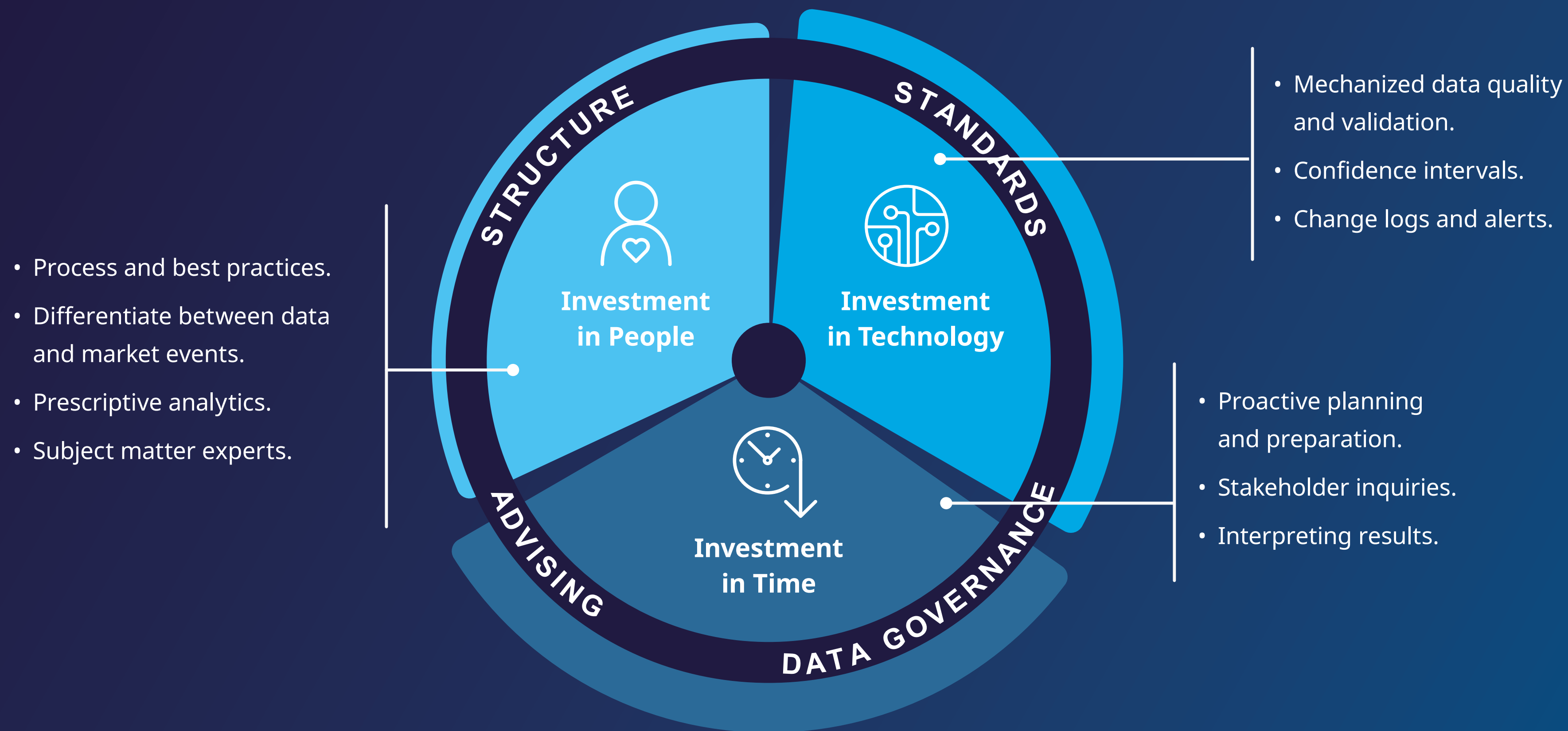


A strong data partner should provide real-time access to insights by combining expert delivery with self-service analytics

 Click on each icon to learn more about the topic.



Total cost of ownership encompasses more than just the initial investment in data; it also includes the desired level of control



The right data partner reduces your total cost of ownership



Data governance and expert delivery practices are essential to maximize your investment & avoid unforeseen long-term costs

 Click on each icon to learn more about the topic.

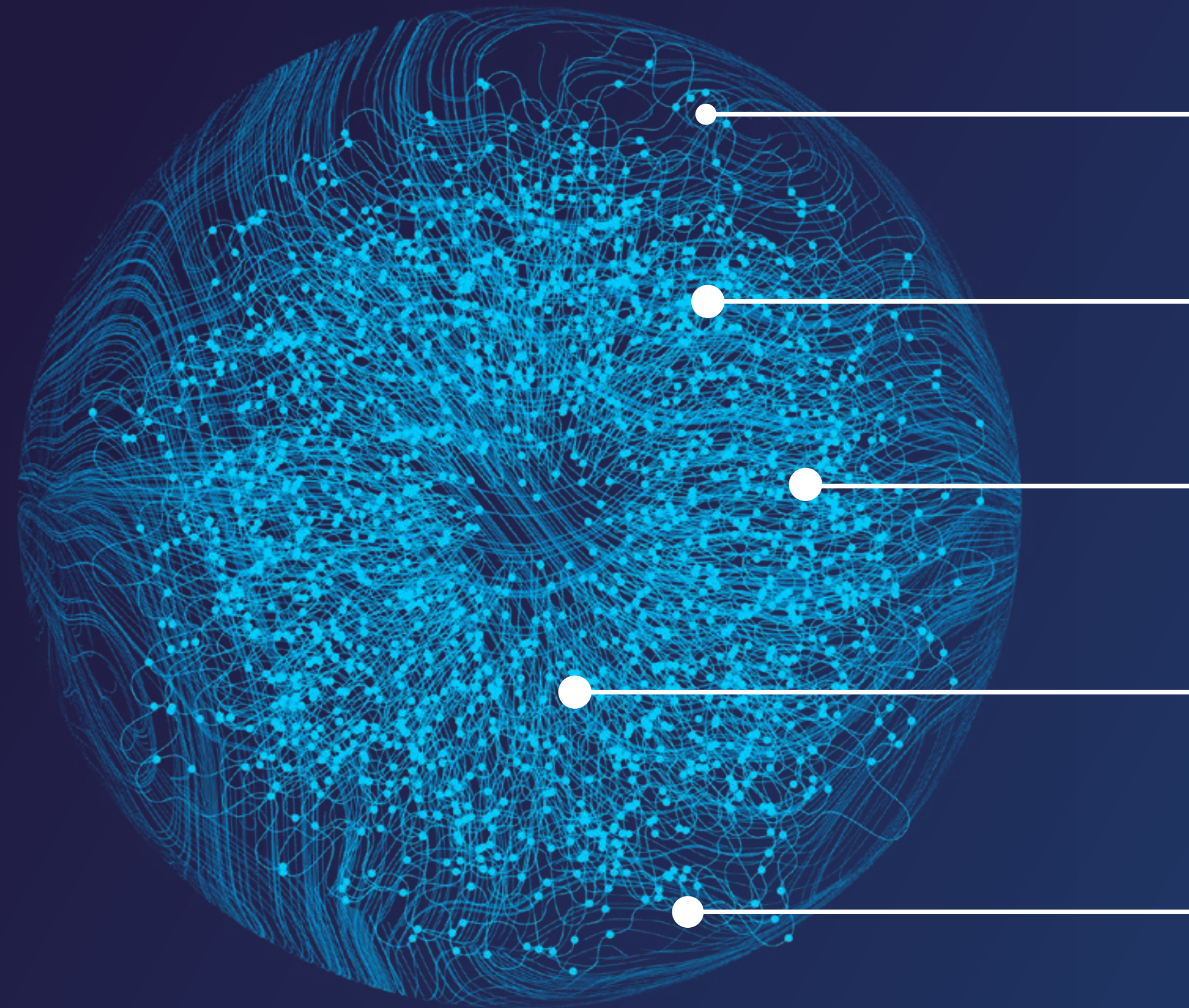


A reliable data partner is responsible for data governance and has the infrastructure to support real-time decision-making



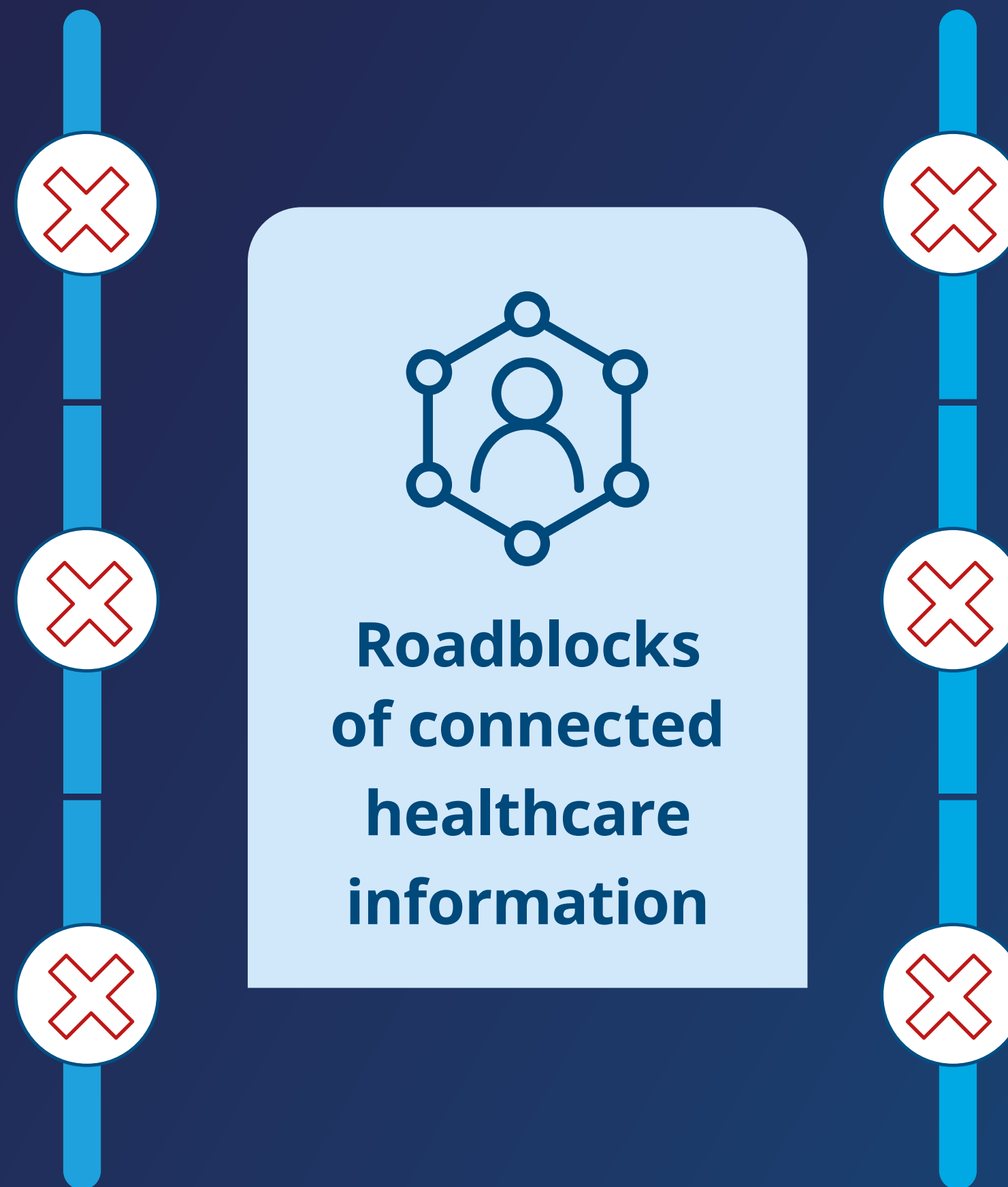
Connected information is the foundation to successfully power and execute an optimized commercial strategy

 Click on each icon to learn more about the topic.



There are NO shortcuts for a connected information strategy

 Click on each icon to learn more about the topic.



IQVIA's comprehensive, connected healthcare information

Powering analytical applications

product launches supported across 120+ therapeutic areas

5K

of top 10 oncology pharma companies supported

100%

more HCP targeting precision through models

30%

increase in sites through data-driven targeting

12%

ontologies for data integration

>20



With comprehensive information

>90%

of all retail prescription claims

8.5B

lifecycle claims coverage

25.4B

laboratory results

\$587B

direct drug sales

249M

adults covered by U.S. consumer data

A resilient data strategy for commercial success at scale

Powering analytical applications

product launches supported across 120+ therapeutic areas

5K

of top 10 oncology pharma companies supported

100%

more HCP targeting precision through models

30%

increase in sites through data-driven targeting

12%

ontologies for data integration

>20

 IQVIA

With comprehensive information

1.2B

non-identified patient records

~1M

total data feeds

~23M

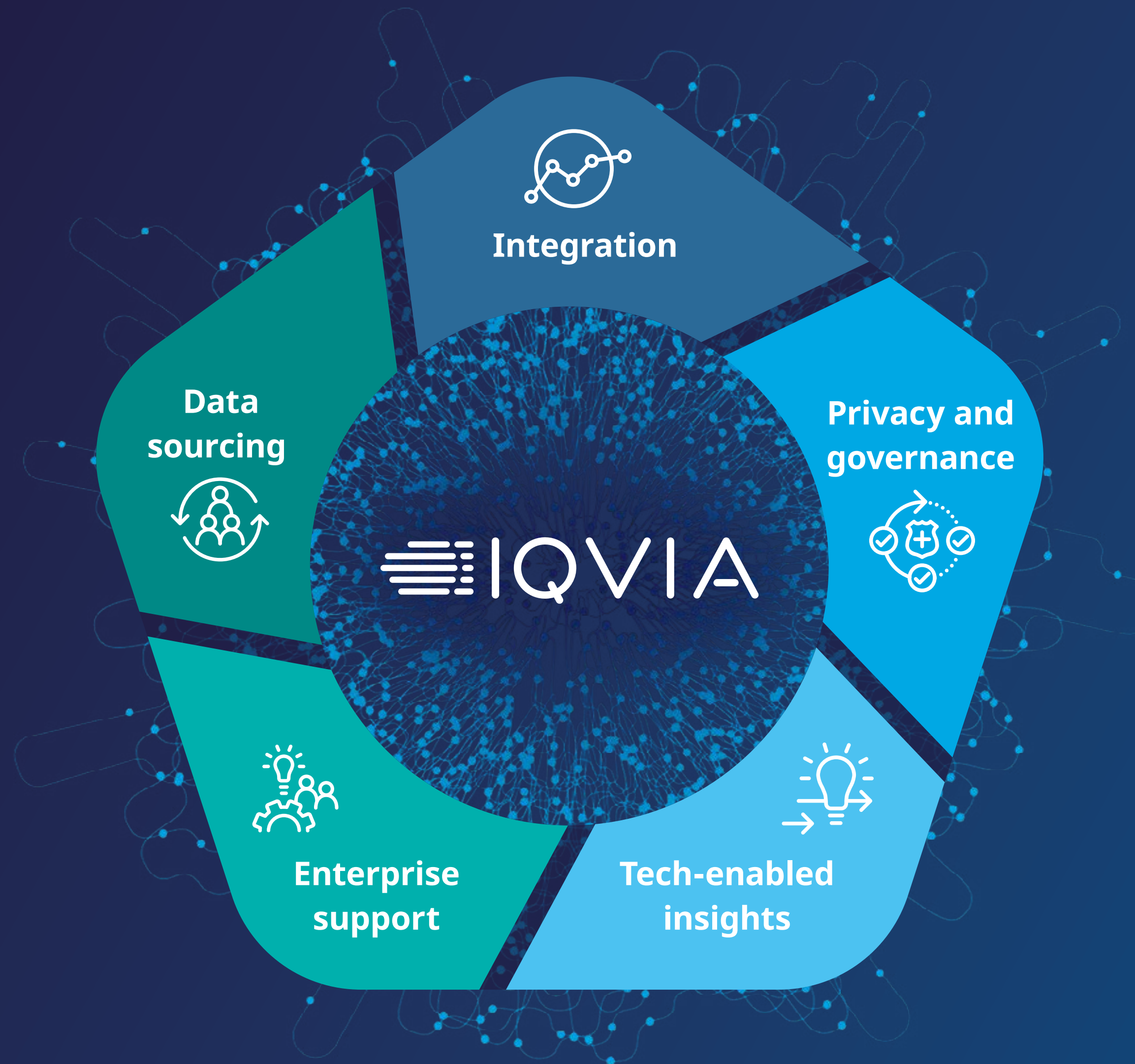
HCPs

400K

sources of social media

85%+

global pharma sales tracked



[CONTACT US](#)
iqvia.com

