

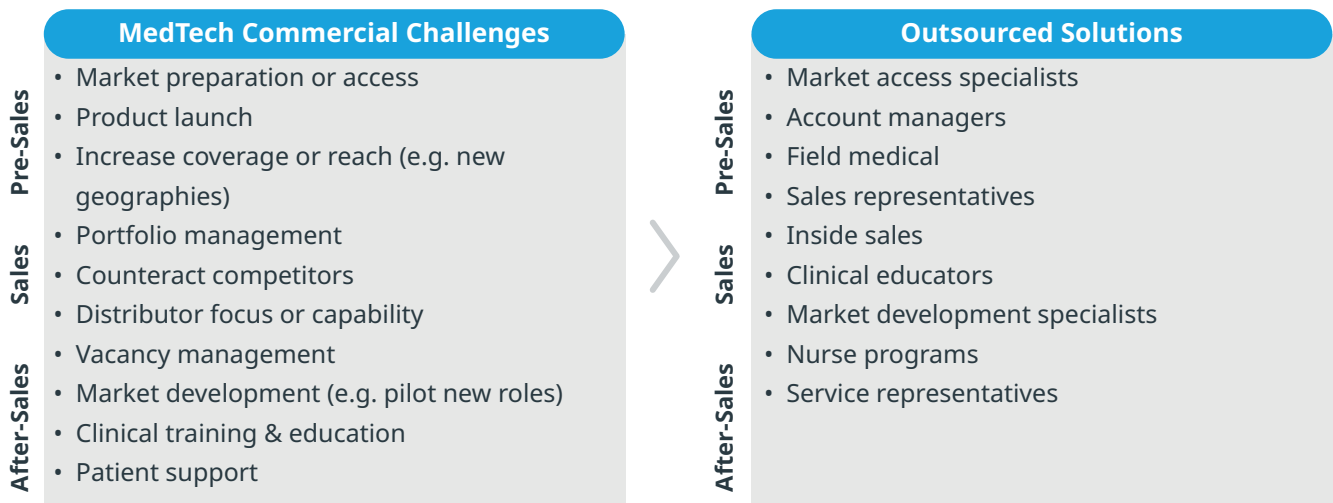
Contract Sales & Medical Solutions

Outsourced engagement solutions to support commercial delivery

With healthcare systems & technologies perpetually advancing, there is a lot for MedTech companies to manage. You want to focus on development, performance and growth; but with growing product portfolios and more stakeholders to engage, effective sales deployment is increasingly complex. And the COVID-19 pandemic has impacted how the industry effectively engages with healthcare professionals (HCP).

An outsourcing partner can help you navigate these growing complexities and address a range of potential challenges.

“MedTech Sales models are evolving; sometimes customers are complex, and decision processes include many stakeholders. There is growing scrutiny on value provided... at the same time, more complex products require larger investment and after sales support.”



“In the last few years the trend has changed and MedTech companies are looking at CSOs as a strategic option to expand their business. Many leading CSOs...now have dedicated offerings for MedTech companies.”



Whether you require support to launch a new product, manage your product portfolio, increase focus or reach, pilot new commercial approaches, deliver clinical education or patient support, **an outsourcing partner can help.**

Benefits of commercial outsourcing

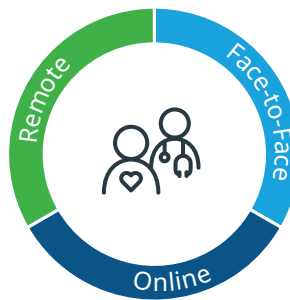
- Flexibility**
 - Quickly scale operations
 - Flex up/down as required
- Efficiency**
 - Ensure cost-effective use of resources
- Manage risk**
 - Minimize operational & financial risk
- Access expertise**
 - Access new expertise, technologies & infrastructure; fill skill gaps
- Business focus**
 - Focus on your most complex or crucial activities

*“A CSO might be just the solution to allow you to increase sales while you focus on other tasks. They can fill gaps, or you can fully outsource... CSOs give you flexibility to scale your sales force up or down as and when needed.”**

Why IQVIA?

Smart engagement specialists/teams from IQVIA are equipped to provide sales, educational or service solutions, designed & delivered to help MedTech companies achieve their business objectives.

- S** Skills & Knowledge >
- M** Multichannel >
- A** Analytics >
- R** Remote >
- T** Technology >



- Sales**
- Education**
- Service**

IQVIA is a **global** provider of commercial outsourcing support, with MedTech experience in many countries and key sectors, including (amongst others):

Wound Care	Orthopedics	Vascular	Neurology	Oncology
Cardiology	Diagnostics	Surgery	Endocrine	Ophthalmology

Outsourcing with IQVIA can help turn commercial challenges into commercial successes.

Contact us at iqviamedtech.com to learn more about how our Contract Sales & Medical Solutions can benefit your organization.

*Independent research conducted for IQVIA by Markets & Markets, 2020