



Introduction to Real World Solutions

June 2020



We develop evidence-based solutions and strategies to optimize your therapy's value

Evidence to **demonstrate the value** of your medicine to payers



Evidence to **improve patient care**

Evidence to **impact clinical practice**

Evidence to support health **policy and regulatory decisions**

Our **diverse** and **highly qualified** team of **data scientists** and **researchers** use the latest technologies and study designs to answer your questions



Our RWS offerings encompass four pillars



Market Access Strategy

Understand the payer environment and develop the most appropriate strategy to optimize patient access to medications



Health Economics & Reimbursement Support

Key insights to help clients demonstrate value of therapies to payers and achieve optimal reimbursement



Outcomes Research

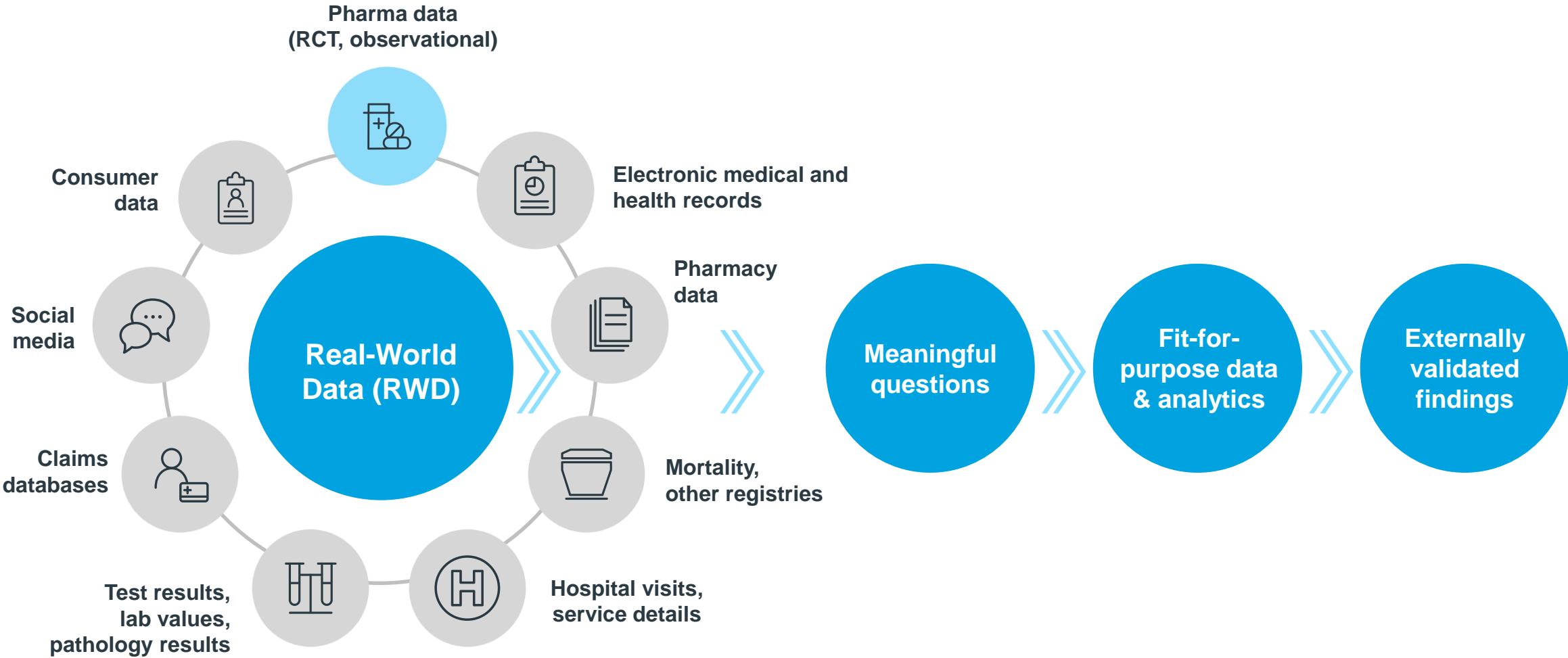
Patient-level real world data to identify and define a therapy's value proposition, effectiveness or safety



Post Marketing Clinical Studies

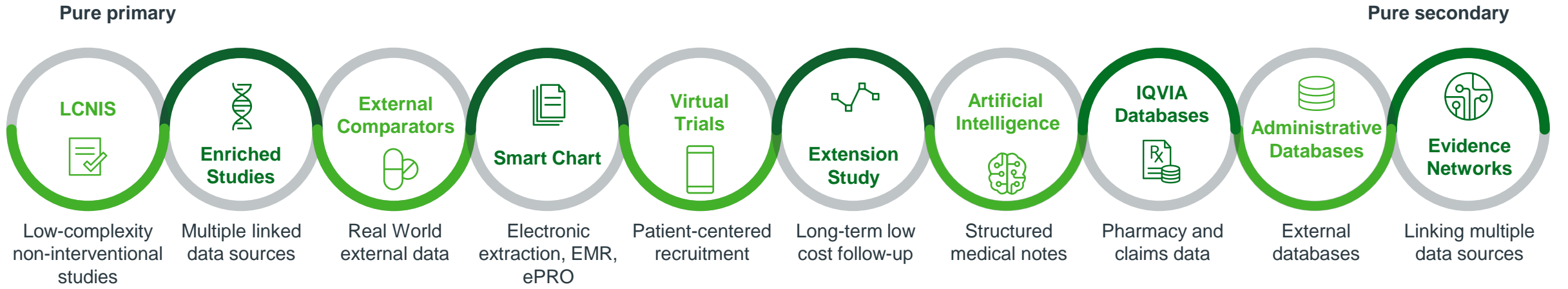
Local agile delivery model using latest technologies

We have experience using numerous IQVIA and external Real World Data sources



We use the latest study designs and technologies

Spectrum of evidence generation – *Emerging designs & technology*



Faster generation
Early publications

More patient-centric

Accelerated patient recruitment

Reduced investigator burden

Access to deep, clinically rich data

Reduced study operational costs

Whatever type of evidence you require, we have experience to deliver



Strategy, Access and Health Economics

- Business Strategy
- Workshops/Simulations
- Market Access Strategy
- Landscape Assessment
- Patient Support Program Optimization
- Payer Market Split
- Cost Drivers
- HTA Metrics Analysis
- Budget Impact Models
- Cost Effectiveness Studies
- Health Economic Models and Adaptations
- Stakeholder Market Research



Outcomes Research

- Burden of Illness
- Indication Analysis
- Persistence, Adherence, Retention, Lines of Therapy
- Source of Business Studies
- Switching and Dosing Studies
- Comorbidity Studies
- Time in Motion Studies
- Healthcare Resource Utilization Studies
- Concurrent Medication Use
- Time-to-Therapy Analysis
- Comparative Effectiveness Studies



Post Marketing Clinical Studies

- Prospective and Retrospective Observational Studies
- Low Complexity Interventional Studies
- Patient Reported Outcomes
- Physician and Patient Surveys



We would be happy to set up a virtual meeting to discuss our full range of capabilities

Please contact us for further information:

calum.neish@iqvia.com

+1 416-262-7809



Thank You

