



Outsource to Outshine: Driving Value with Brand Fostering

June 2025



Speakers



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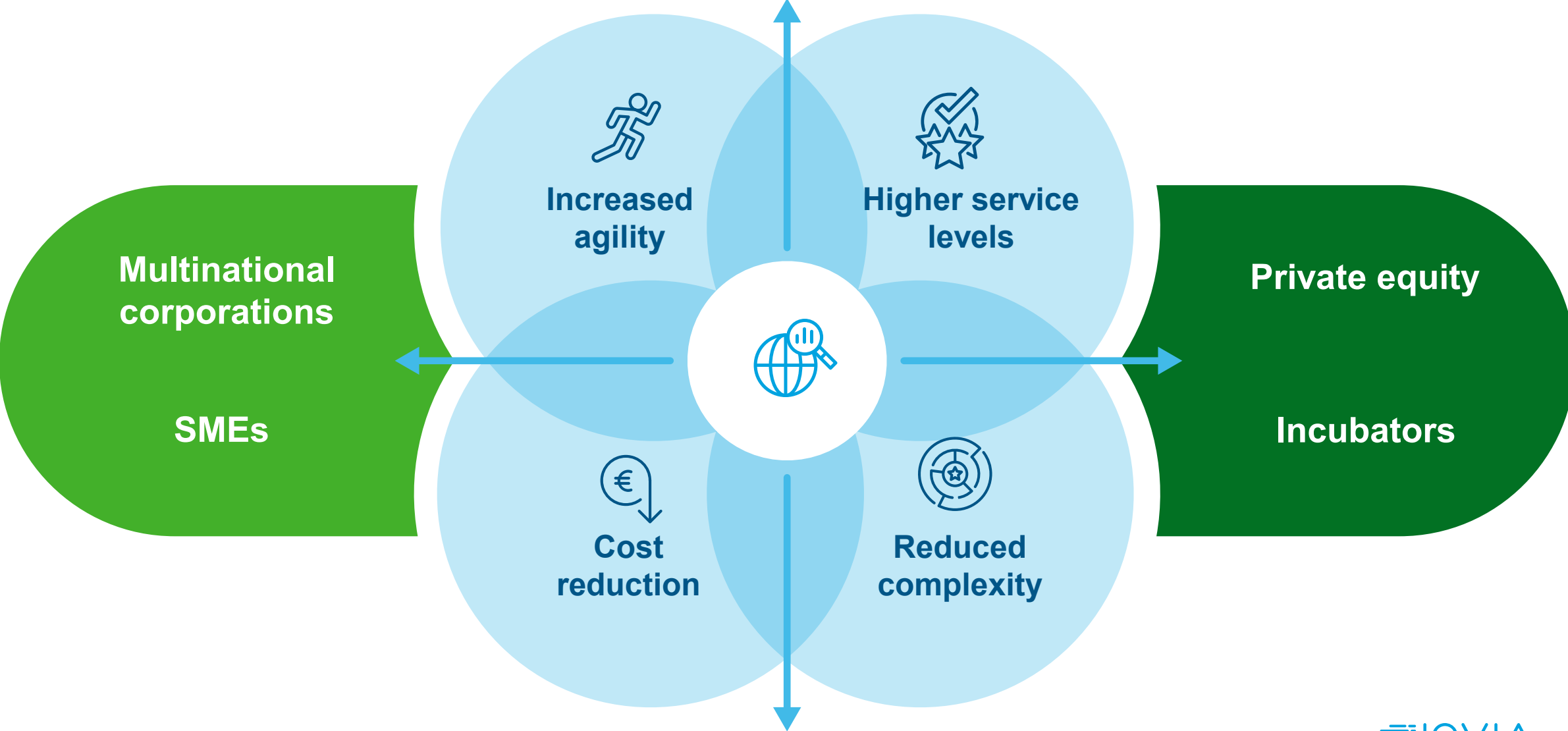
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Why do consumer health companies outsource?



Why and where is the need for outsourcing?



What challenges does outsourcing help tackle?



**Launching
a new brand**



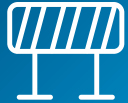
**Entering new
markets**



**Managing brand
portfolios**



**Launching into
new channels**



**Brand marketing
challenges**



**Developing news
claims**

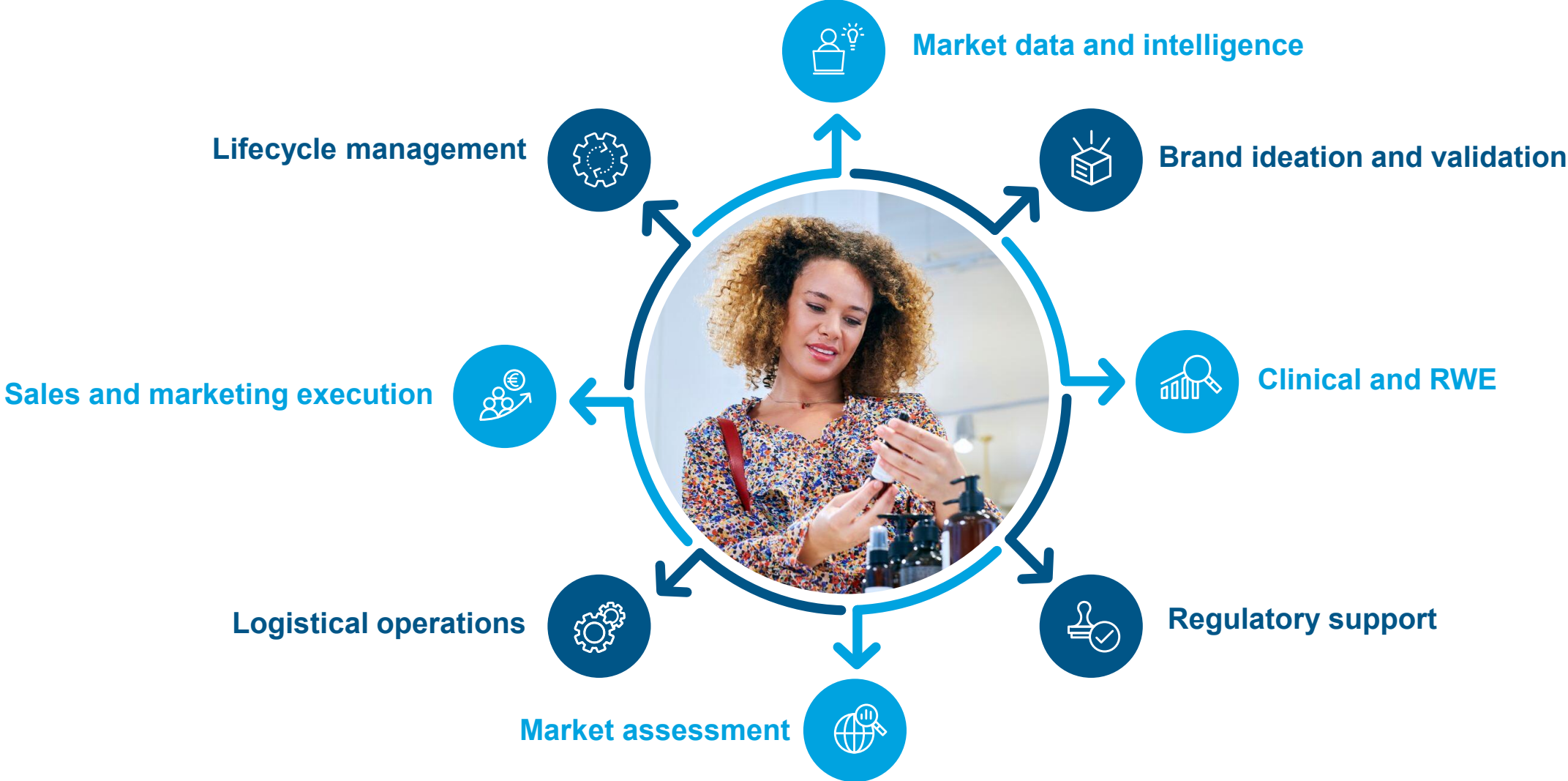


**Lack of
resources**

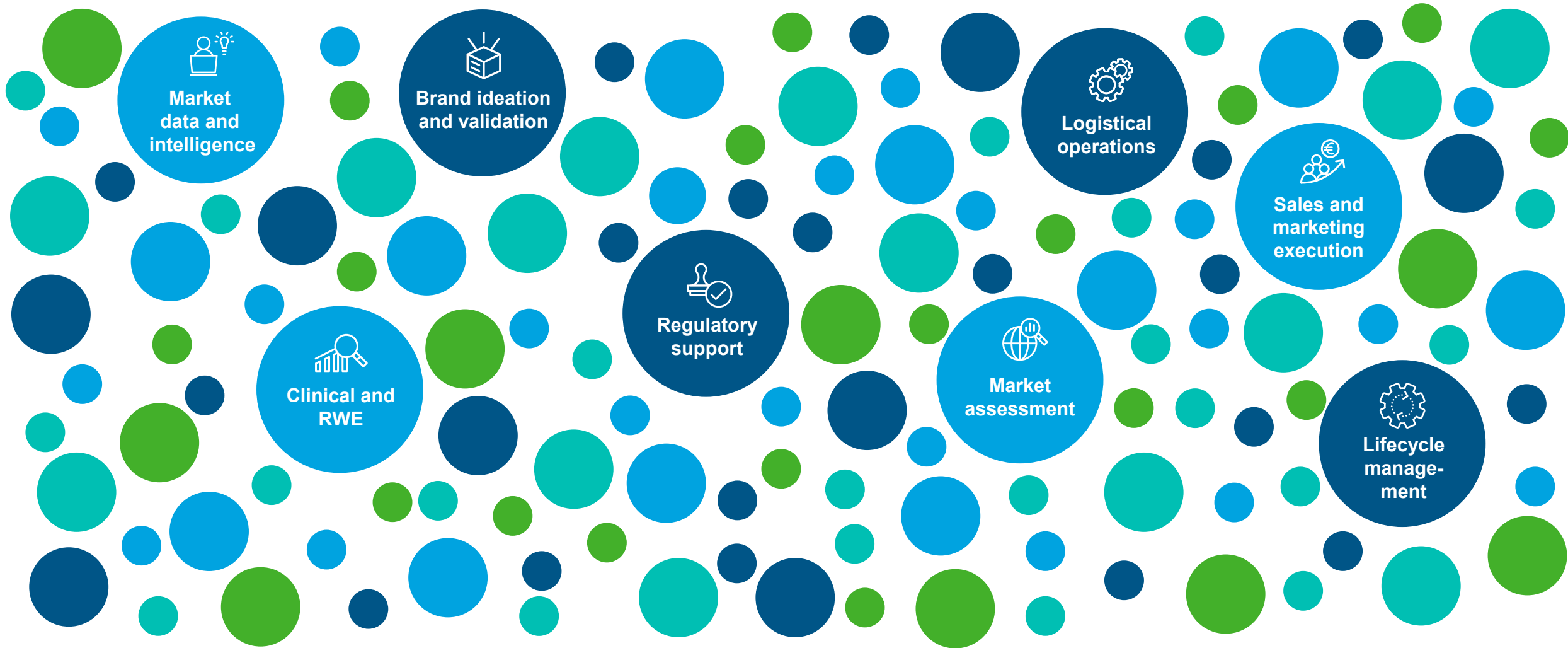


**Responding
market / industry
challenges**

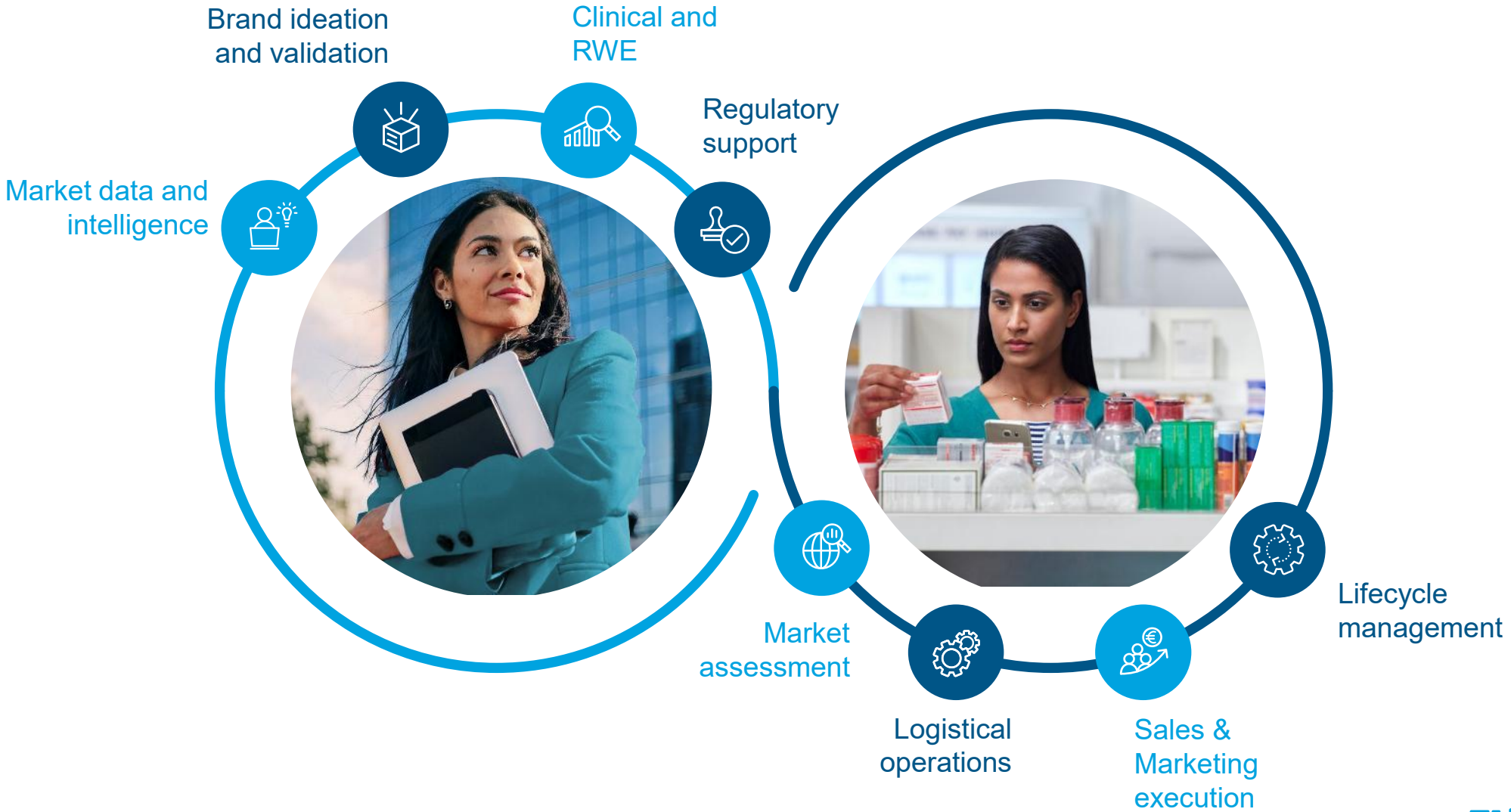
What can you outsource? Basically, everything!



However, this can lead to more complexity rather than efficiency



Ideally, find one partner for all your needs – Brand Fostering



Benefits – Overcome hurdles, remove complexity, reduce cost

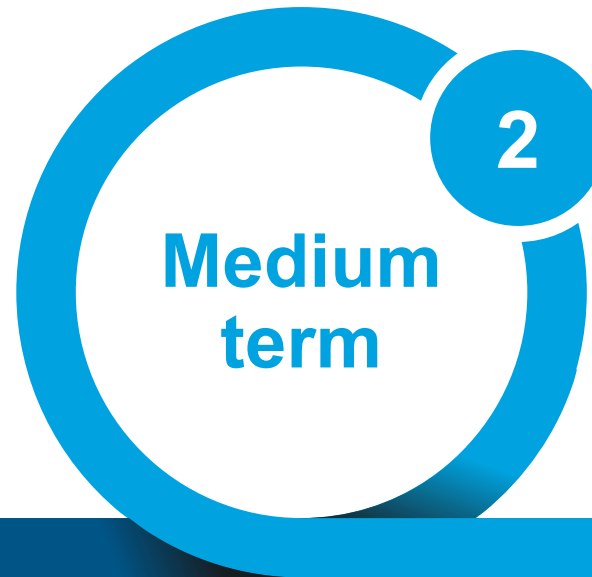


**Short
term**

Speed to market

Cost efficiency

Access to expertise



**Medium
term**

Improved brand
performance

Streamlined operations



**Long
term**

Sustained growth

Enhanced
brand equity

Market Expansion



Uncovering where to play using outsourcing

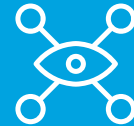




Finding and validating the right opportunity

Why outsource when generating and validating ideas?

- Gain an objective perspective that challenges internal biases.
- Enhance decision-making with a comprehensive market overview.



**Get a wider
field of vision**

- Leverage insights from diverse categories to enhance strategic thinking.
- Identify emerging trends and growth platforms beyond your core focus.



**Expand your
category or
market expertise**

- Spot non-obvious opportunities through strategic foresight.
- Drive innovation by looking beyond immediate business boundaries.



**Uncover the
less obvious
opportunities**

Benefits of partnering for idea generation and validation



Rx-to-OTC switch: Building a relevant consumer-centric brand proposition informed by robust insight



CASE STUDY
Rx-to-OTC switch



Situation

A leading pharmaceutical company, supported by private equity, wanted to grow their constipation relief brand beyond its prescription heritage, and relaunch as a rejuvenated OTC consumer health product.

Solution

By studying 9 markets, we explored consumers' attitudes and behaviours about constipation delivering a clear strategic consumer segmentation, evidence-based brand strategy with clear USP, and validated brand and creative execution.

Results



17,000+ consumers spoken to across 9 countries and 10 projects



One credible, unique, relevant consumer-facing brand positioning



NDP pathway defined portfolio architecture for innovation



Positive OTC growth across markets in Year 1



Supported switch of MovicoolEase



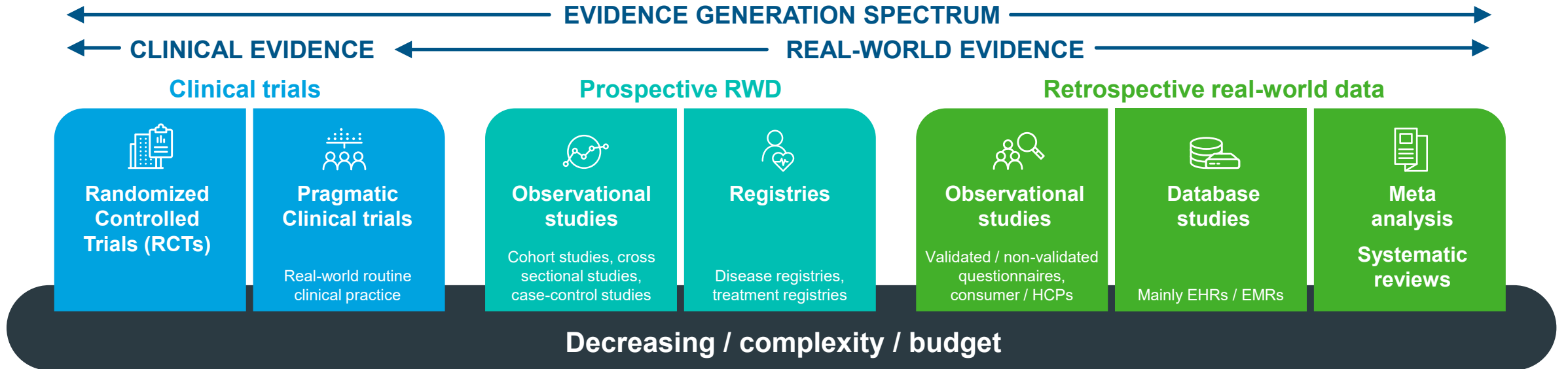
Became a trusted partner, forging a strong strategic relationship with the client that has continue beyond the launch



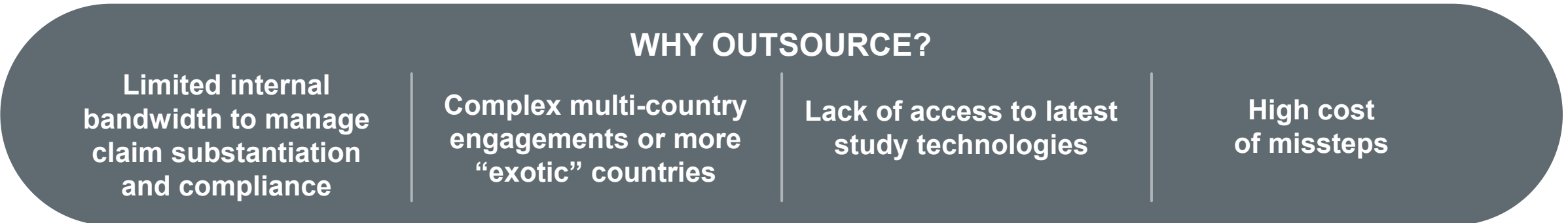
Efficiently generating evidence-backed claims

Why outsource claims generation?

Different client questions call for different tools – From RCTs to agile real-world insights

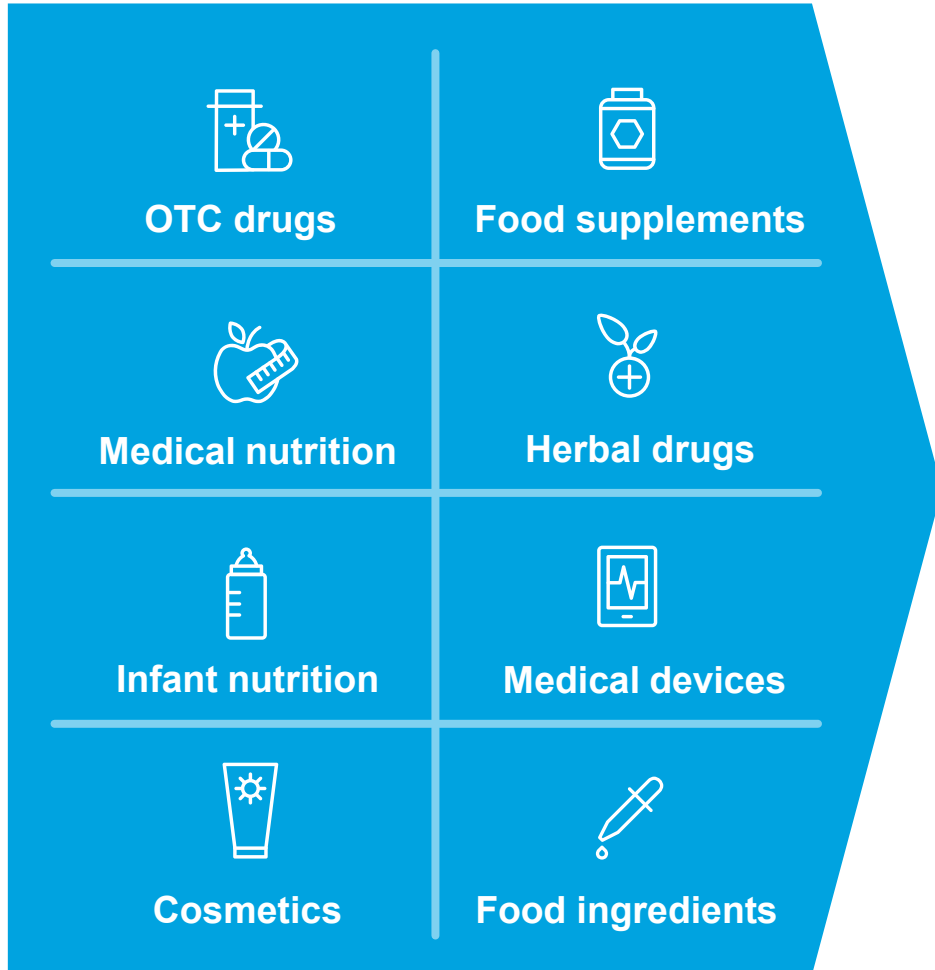









What is the purpose of the envisioned claims — What is the audience — What are the risks?



Turning regulatory complexity into clarity across markets

In Consumer Health, one size does not fit all!



-  **Local regulatory intelligence is critical**
Success depends on granular, market-specific expertise
-  **One product, multiple pathways**
Identical formulations may be classified differently across jurisdictions
-  **Borderline product classification demands strategic foresight**
Regulatory ambiguity can delay or derail launches
-  **RX-to-OTC transitions require tailored strategies**
Switching frameworks vary significantly by country and region
-  **Regulatory frameworks are in flux**
Staying ahead of emerging rules is key to sustainable market access
-  **Claims, packaging, and mode of action influence category**
Subtle changes in presentation can shift the entire regulatory pathway
-  **Cross-functional collaboration is non-negotiable**
Aligning regulatory, commercial, & scientific functions ensures faster, compliant launches



Assessing market potential

Bring together many elements to get the complete market picture



Empowering Inovox to quintuple sales projections



Situation

Leading Polish pain relief business, USP Zdrowie, had a new product to launch into the crowded sore throat category.



Solution

- Consumer, category and shopper insight
- Brand identity and packaging design
- Audience, positioning and proposition
- Brand identity and packaging design
- Campaign creative and collateral

Results



Powerful new brand identity.



10,000+ pharmacies selling Inovox.



Cut-through POS display and packaging design.



No.3 sore throat brand in Poland.

500%

increase in first-year sales projections



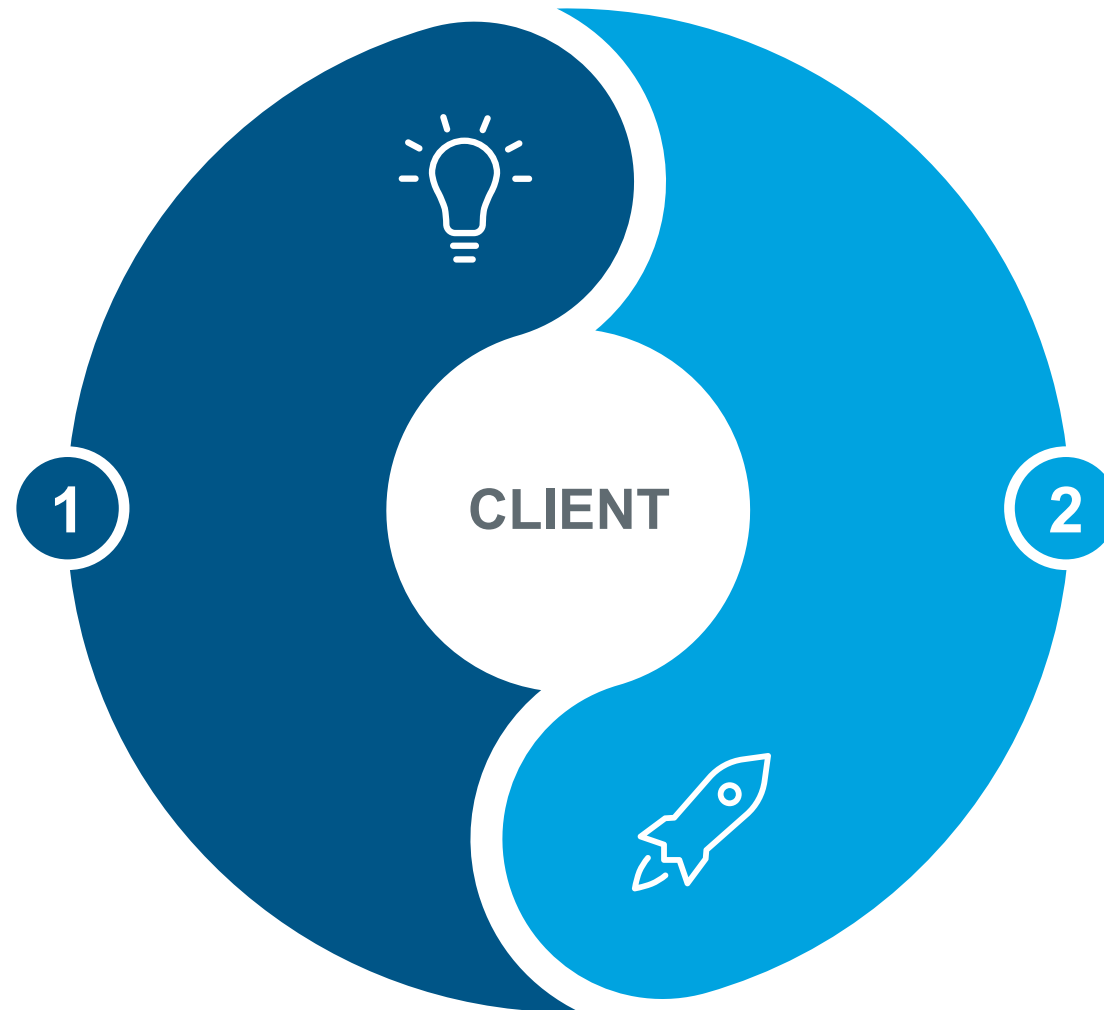


Key takeaways

The work before getting to market is key to success in the market

Brand and commercial strategy

From commercial due diligence assessments on potential acquisitions, through to the development of global to local brand and GTM strategies; IQVIA Consumer Health provides a wide range of analytical, design and development services that clients need to build their value creation plans.



Sales and marketing execution

We work with our clients and in market partners to construct and execute the sales and marketing plans that enable our clients' brands to achieve the awareness, distribution and penetration objectives they have across the world.

Webinar Series Part 2: Sales & Marketing Outsourcing

Join us on 22nd July for Part 2 of our webinar series where we take your brand to market and dive into:

Marketing outsourcing:

Tapping into consumer and HCP focused marketing specialists to drive consumer and HCP activation and engagement through online and offline channels.

Sales outsourcing:

Leveraging outsourcing sales expertise and technologies to deliver the balance of push strategies— such as HCP engagement, promotions, and channel visibility — and pull dynamics driven by brand trust, efficacy, and consumer preference. Understanding how these forces interact so you can uncover more targeted, scalable sales models that align with evolving consumer behaviours.



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Thank you!

