IQVIA

Enterprise Information Management Purpose-Built for Pharma

How a global pharma company transformed its information management environment to achieve confidence in data quality and accuracy of insights

In the drug development landscape, data is now the capital that drives innovation. But to transform raw information into relevant insights, companies need enterprise information management (EIM) solutions that are designed for the pharmaceutical industry to help them reach their data management and strategic goals.

Too often, life sciences companies take a piecemeal approach to EIM. Every few years, a new 'groundbreaking' solution inspires a new implementation trend. Five years ago it was enterprise data warehouses. Then, it was Hadoops, data lakes, and Cloudera Data Platforms (CDP).

All of these technologies can bring value, but only if they are part of an EIM strategy that is directly linked to measurable business results. When they aren't, companies end up with disconnected and fragmented data sets that can't be effectively analyzed, and without standards or workflows to ensure consistent quality of the data.

We commonly see software firms selling solutions in the life sciences space that are not designed to address the industry's unique data needs. The tech firm may have a team of great SQL developers, but if they don't have the subject matter expertise, they can't write a relevant query for a set of patient cohort data to identify a likely set of undiagnosed patients. This disconnect between technology and relevant application results in solutions that cannot meet end users' needs.

Large pharma seeks EIM evolution

IQVIA often works with life sciences companies who struggled with past implementations of data platforms that didn't deliver the desired speed, efficiency, and business value. These failed projects caused them to

seek a partner who caters to the life sciences industry and can help them deploy an EIM environment that is enabled by technology and purpose-built for their needs.

These include a global pharmaceutical company that was struggling with many of these issues. They had deployed several data management pilot projects for minimal viable products (MVP) using non-industry specific platforms. However, the solutions weren't scalable or widely adopted, and they had no formal data stewardship plan to support.

It resulted in terabytes of isolated data stored on legacy systems that was not easily accessible. The lack of data governance and analytics expertise across the organization led to non-standard naming conventions, misidentification of data anomalies, and duplicated and missing data. This created a constant need to clean and validate datasets.

Even with constant cleaning, business leaders were unable to easily obtain validated data from the IT team or to conduct meaningful analytics. This created a lack of confidence in the quality and reliability of the data environment.
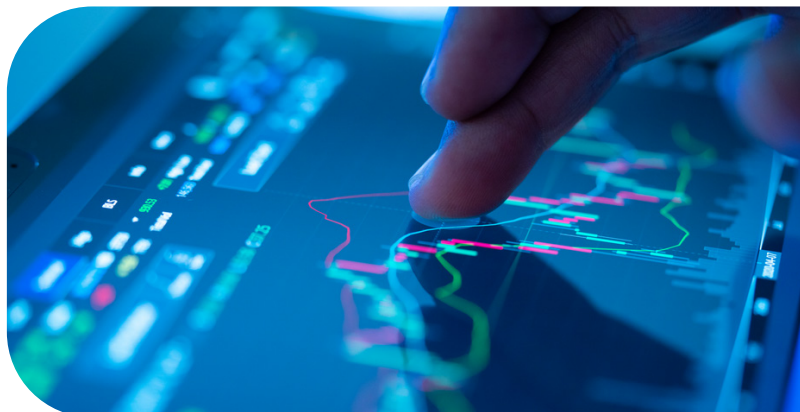
Unlocking the real value of data

IQVIA has worked with this company for three years to deploy a cohesive EIM strategy with clear business goals aligned to every technology decision.

Working as an extension of the internal IT staff, IQVIA's experts first migrated their data environment to the cloud (Azure) and deployed a modern analytics platform system to bring speed and agility to the data environment. These early scalable projects established the foundation for their data analytics platform strategy and a centralized data environment, which is all hosted in-house.

Over the last two years, IQVIA has helped them expand and hone their data environment to drive continuous process improvements. This includes deploying a data help desk, establishing a data stewardship strategy, and building an analytics data mart with hosting and management. As part of this recent project phase, IQVIA completed a full data inventory with documentation. In this phase of the project, we normalized naming conventions and implemented pre-integrated analytics-ready data sets supporting more than 200 use cases across all brands. This means the analysts team no longer has to prepare, clean and integrate data.

Enhancing end user experience

Once that core layer of information management was in place, the team focused on enhancing end user capabilities. They deployed IQVIA's Next Best Action platform across 18 markets including the United States, in just seven months. The solution includes 350 custom algorithms that are now being used by 127 sales teams and 68 brand teams to support their day-to-day campaigns and client engagements.

They also launched IQVIA's 360 customer/payer/patient system, conducted an MDM and architectural assessment, and are deploying additional patient analytics capabilities.

All of these elements are linked to specific key performance indicators, ensuring the investment in EIM is constantly aligned with business strategies. To optimize the projects, IQVIA's local experts partnered with off-shore support teams who are extremely knowledgeable about life sciences sector. This combination of on-shore and off-shore talent lowered the client's costs while accelerating results. In the end, we solved their existing challenges, by deploying a cohesive end-to-end EIM environment that increased productivity and enhanced the quality of their data assets.

To learn more about IQVIA's EIM services and suite of solutions visit Enterprise Information Management - IQVIA

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