

IQVIA Patient and Disease Insights

Gain a deep understanding of the patient experience to improve care

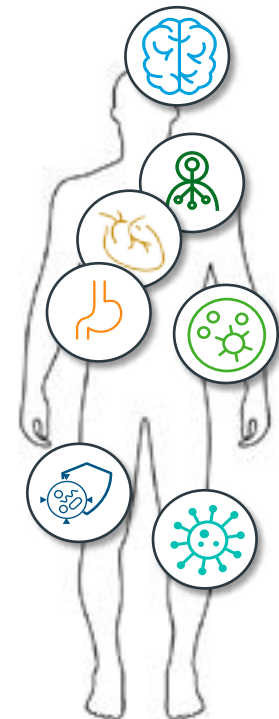
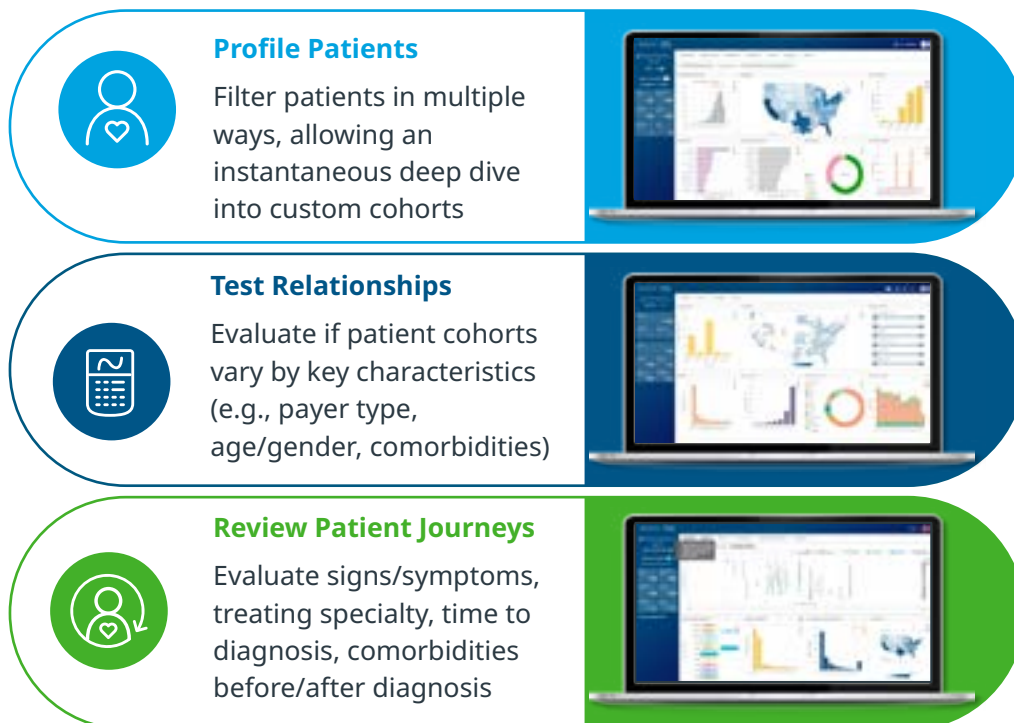
Do you fully understand treatment landscapes, diagnosing journeys, and prescribing patterns? Do you want an in-depth view of the patient, including signs and symptoms, diagnoses, treatments, procedures, and specialty visits?

IQVIA can help you uncover insights from data about the patient's medical history, symptoms, behaviors and demographics, and use this information to develop a comprehensive, data-driven understanding of their needs.


Medical Affairs strategies are founded in a holistic understanding of disease state and patient and physician needs. With the IQVIA Patient and Disease Insights offering, we can help you understand complex treatment pathways and explore patients' medical journeys by leveraging machine learning and traditional statistical methodologies to address those needs and improve care.

Accelerate data-driven understanding of unique patient populations

Patient and Disease Insights enables data-driven characterization of unique patient populations (and their Providers)



Empower your Medical Affairs strategy with a dynamic view of the patient experience



PATIENT POPULATION

- Patient demographic distribution including age, gender, geography, and payer type
- Common comorbidities
- Treatment by medication class
- Disease prevalence
- Health equity/social determinants of health

DIAGNOSIS JOURNEY

- Evaluate the time period leading up to diagnosis, including when and how often these occur:
 - » Comorbidities
 - » Diagnostic procedures/tests
 - » Differential diagnoses
 - » Treatments/medications
- Average time to diagnosis
- Diagnosing specialty
- Place of service

TREATMENT JOURNEY

- Treatment pathways
- Treatment journey
- Most recent treatment (by class) and line of therapy

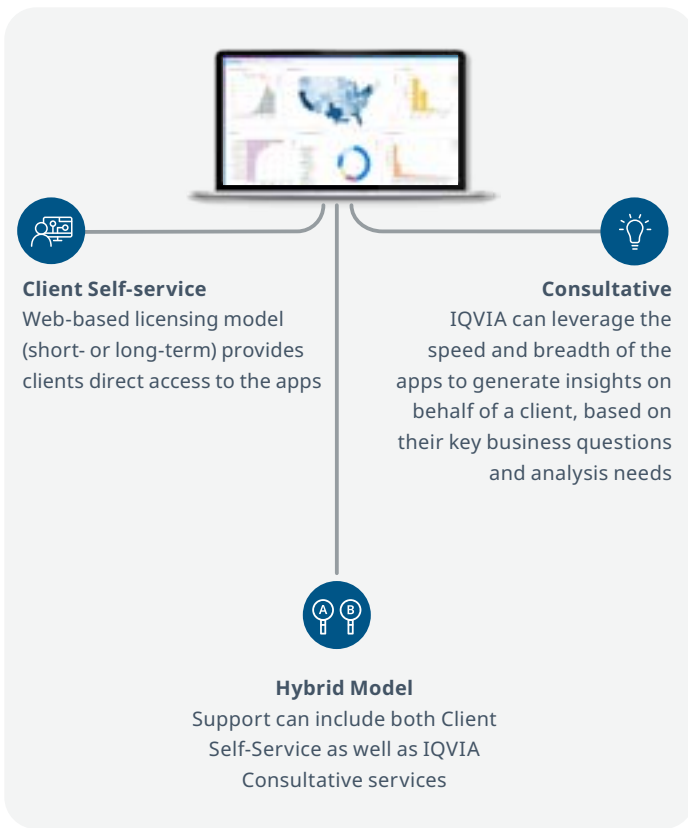
ADHERENCE

- Persistence
- Compliance

PROVIDER INSIGHTS

- Diagnosing and treating
- Patient composition
- Treatment class preference
- Referrals received
- Segmentation roles
- NPI level output

Our flexible delivery model allows you to choose the engagement method that best meets your needs



Takeaways

- Fully understand the disease state, including patient and physician needs.
- Uncover insightful details about relevant populations and test multiple hypotheses quickly to increase efficiency.
- Access IQVIA's unparalleled medical and pharmacy data (closed and open claims data) for insights into patients' diagnoses, treatment progressions, age, gender, geography, comorbidities, and more.
- Easily access and analyze massive datasets and build impactful visualizations for better understanding and communication.
- Choose between self-service, hybrid, or our consulting model which enables rapid start-up time, customizable training, and tailored insights.

In most regions, Patient and Disease Insights includes [Provider Insights](#). Contact an expert below to check local availability.



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