

IQVIA Global Market Insights Agent

Gain a full understanding of the global market landscape with deeper, faster agentic AI-powered insights

Redefining pharmaceutical market intelligence. IQVIA Global Market Insights (GMI) Agent leverages IQVIA Healthcare-grade AI® to synthesize and analyze our multiple sources of unrivalled, industry-leading syndicated global data. This enables faster, more informed analysis of market trends—from clinical through to commercial.

Powering agentic AI through unrivalled data

Pharma market intelligence

95+ countries, 600 diseases, 1.8M products and 4M packs — sales, volume, and patient insights

Omnichannel performance

36 countries and 30,000 HCPs — channel engagement and brand voice metrics

HCP sentiment insights

50M verbatim messages, 36 countries, and 300,000 brands



Forward-looking insights

10-year brand-level forecasts across **80+ countries**, plus in-depth, expert-validated outlooks for **49 key markets**

Competitive drug development insights

500,000 pipeline projects across **600 diseases**

Patent and exclusivity evidence

250,000 loss-of-protection dates in **80+ countries**

Impact that drives growth

Accelerated decision-making through AI-generated recommendations

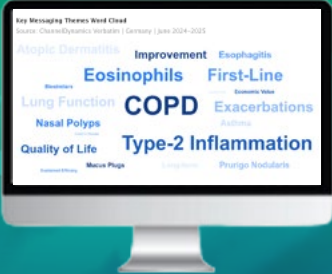
Complex problem solving via automated synthesis of multiple data sources

Democratized insights via an intuitive conversational interface

Advanced Intelligence for Everyone, Accelerating Every Decision.

Optimize agentic AI-driven insights across the product life cycle

GMI Agent serves as a reliable, always-on assistant, supporting strategic and tactical decisions, from early commercial evaluation and launch planning to market access and in-market performance optimization. Examples across the life cycle include:

EARLY DEVELOPMENT	PRE-LAUNCH	LAUNCH	POST-LAUNCH
<p>Evaluating commercial potential</p> 	<p>Strategic market analysis</p> 	<p>Performance monitoring</p> 	<p>Lifecycle management</p> 
<ul style="list-style-type: none"> • Map competitors, pipeline, and exclusivity timelines to gain a clear view of the therapeutic landscape • Size and segment market opportunities using sales, forecast and patient data • Prioritize investment with integrated pipeline, patent and forecast insights 	<ul style="list-style-type: none"> • Refine go-to-market plans by mapping competitor launch timelines and phase progression • Protect revenue by managing patent and generic entry risks • Optimize channel mix and messaging based on HCP preference and return on marketing investment 	<ul style="list-style-type: none"> • Track actual uptake versus forecasts in real time to enable rapid course corrections • Monitor rival launches, patent status and generic entry to anticipate market shifts and defend market share • Analyze HCP engagement to adjust promotional tactics and maximize channel spend ROI 	<ul style="list-style-type: none"> • Minimize brand erosion by managing generic entry proactively • Analyze prescribing trends and uptake data to identify new growth areas • Optimize future investments across geographies, channels and segments using historical and forecast data.

Learn more about GMI Agent at iqvia.com/GMIAgent and request a demo to see how agentic AI applied to gold standard datasets powers faster decisions that make a real difference.



Drive new levels of performance, enhance efficiencies, and improve patient outcomes with IQVIA Healthcare-grade AI®. Learn more at IQVIA.com/AI.



CONTACT US

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