

# Obstructive Airway Diseases: An Ongoing, Worldwide Health Challenge Searching For New Answers

*The need for more meaningful endpoints and protocols, high-quality data capture, and innovative connected respiratory devices and technologies have never been greater*



## ASTHMA

Estimated 262 million cases & 455,000 deaths in 2019 alone



## COPD

> 3 million deaths annually, an estimated 6% of all deaths worldwide  
3rd leading cause of death



## TOBACCO

> 8 million deaths annually, 1.2M of those die from 2nd-hand smoke  
> 22% of the world's population use tobacco

## Answering the call—optimizing digital data capture of respiratory endpoints in clinical trials

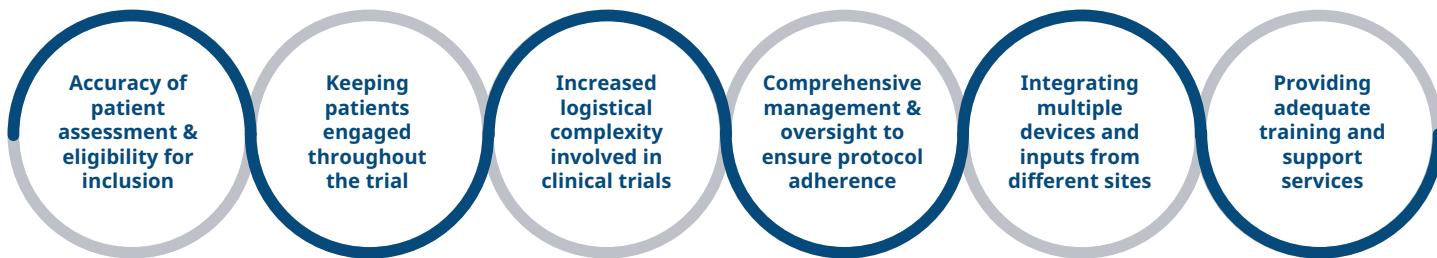
Over time, IQVIA has identified **common, overarching challenges to ensuring quality data and successful end-to-end completion** in trials capturing respiratory endpoints—and we've consistently provided **comprehensive, time-tested solutions**.

These challenges and solutions are applicable to **traditional site-based studies, decentralized clinical trials (DCTs), and/or hybrid models**.

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*According to [ClinicalTrials.gov](https://clinicaltrials.gov), there were at least 301 clinical trials focused on asthma and COPD in 2022*

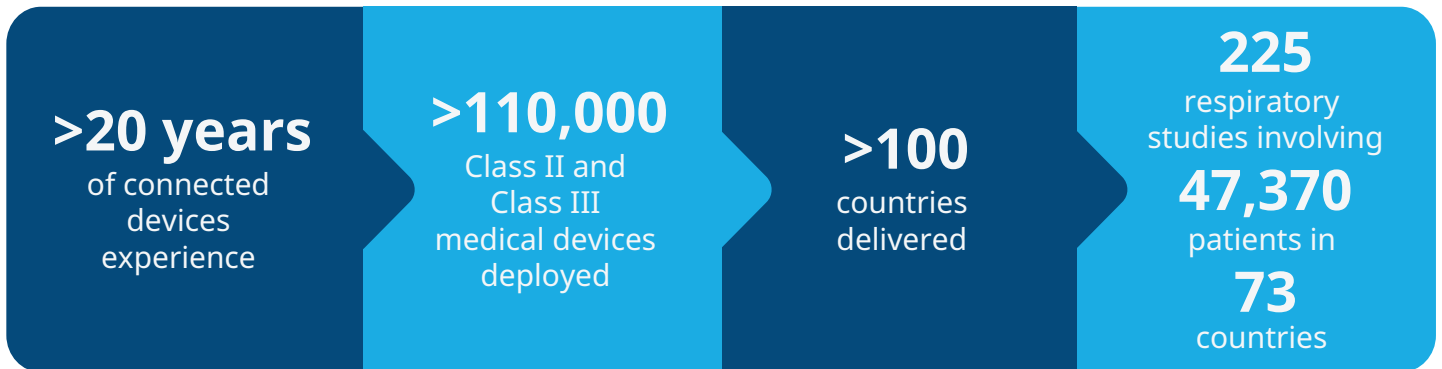
# Challenges



## IQVIA Solutions for successful trials in obstructive airway diseases

<p><b>Recruiting the right patient for the right trial</b></p>	<p><b>Optimizing patient engagement through greater patient centricity</b></p>	<p><b>Fortify logistics with comprehensive vendor management, astute planning, and flawless execution</b></p>
<p>We ensure <b>best-in-class respiratory connected device selection</b> that adheres to American Thoracic Society (ATS) and European Respiratory Society (ERS) standards—whether it be <b>gold standard site spirometry, DLCO,</b> and/or <b>novel, emerging pulmonary function testing technologies.</b></p>	<p><b>IQVIA puts the patient experience first</b> by utilizing a <b>wide range of patient-centric tools, processes, and methods</b> that accommodate diverse patient populations—such as pediatric patients and those with physical limitations. <b>Our novel solutions ease the technology burden,</b> implement <b>reduced effort testing</b> enhanced by <b>best-in-class coaching</b> (including spirometry incentives), to <b>optimize compliance</b> and <b>continuous data collection.</b></p>	<p>Ironically, the more convenient clinical trials become for patients in the remote setting, the more complex the moving parts within the operation. <b>IQVIA makes sure your devices are delivered on time</b>—and ensures <b>recalibration, replacement, connectivity,</b> and <b>resupply of consumables</b> are meticulously planned for and implemented.</p>
<p><b>Coordinated standardization and oversight that ensures protocol adherence</b></p>	<p><b>Integrating with eSource: our state-of-the-art platform and key IQVIA advantage</b></p>	<p><b>Training and support services that inspire true comprehension</b></p>
<p>We leverage unmatched expertise in <b>integrating &amp; standardizing overreading, mapping protocol requirements</b> to meet regulatory needs, and ensuring that geographically-appropriate and <b>custom reference ranges are properly defined</b>—such as the standards &amp; reference ranges <b>as defined by the Global Lung Initiative<sup>1</sup>.</b> IQVIA provides robust <b>oversight of device quality,</b> ensuring accuracy by employing <b>regular calibration checks.</b></p>	<p>eSource is more than a platform—it is a uniquely interactive <b>connected intelligence ecosystem</b> that <b>standardizes device and data collection in real time.</b> eSource also facilitates <b>centralized overreading,</b> real time feedback to sites &amp; patients, expedites <b>turnaround time,</b> and <b>accommodates novel technologies</b>—including AI.</p>	<p>IQVIA employs <b>innovative simulation-based training, live on-demand video coaching, gamification</b> (for pediatric patients)—and provides <b>access to Key Opinion Leaders and Centers of Excellence.</b> Additionally, we create highly <b>effective 24/7 helpdesk capabilities</b> in the local language.</p>

## IQVIA: Unmatched commitment & expertise



**IQVIA Connected Devices** is modernizing clinical development with industry-leading innovation to drive faster and increased data collection—with a vastly superior patient-centric experience using state-of-the-art eSource technology.

**Reference: 1.** Global Lung Function Initiative Calculators for Spirometry, TLCO and Lung Volume. Global Lung Initiative Website. Accessed January 14, 2023. <http://gli-calculator.ersnet.org/index.html>.