




IQVIA Established Brands Optimization (EBO)

Protecting and growing the value of established brands

Established brands remain the core engine of value for most pharma companies, representing over **60% of global pharma sales**. Yet these assets face mounting pressures:

 <p>Loss of Exclusivity (LoE) for 569 products in the U.S. and EU, putting \$192B at risk over the next four years.</p>	 <p>Intensifying competition, shrinking margins, and evolving regulatory demands.</p>	 <p>Rising complexity and lack of structured lifecycle planning, leading to faster-than-expected value erosion.</p>
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There are four major levers to revitalize performance and unlock value. IQVIA identifies the levers that matter most to your portfolio, market and operating model. With the right strategy, you can defend share, focus on high-ROI opportunities, and build resilience against future pressures.

 <p>Enhance sales and revenues</p>	 <p>Manage portfolio complexity</p>	 <p>Drive net revenues</p>	 <p>Optimize operational spend</p>
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Introducing IQVIA EBO

A modular, end-to-end approach designed to protect and grow the value of established products. It combines data, technology, and execution to deliver full-scale commercial impact tailored to your needs.

<p>Modules</p>	 <p>Analysis</p> <p>Analyze your portfolio and market position to identify growth potential</p>	 <p>Strategy</p> <p>Strategize targeted, actionable plans for brands or clusters</p>	 <p>Customized execution</p> <p>Execute through IQVIA's integrated global capabilities for consistent, high-quality delivery.</p>			
	<p>Capabilities</p>	 <p>Strategic consulting and opportunity assessment</p>	 <p>Strategic consulting and opportunity assessment</p>	 <p>Analytics and reporting</p>	 <p>Commercial engagement services</p>	 <p>Marketing services</p>

Global footprint and local expertise

IQVIA EBO in action, proven impact across brands, geographies and models

CLIENT	CHALLENGE	SOLUTION	RESULTS
GLOBAL PHARMA IN EUROPE	Sales erosion in 15 mature brands	Risk-sharing promotion model	€100M incremental sales (4 years)
MULTINATIONAL PHARMA IN EUROPE	Declining HCP engagement, portfolio drop 8%	Multi-country digital promotion hub	+30% HCP coverage, decline slowed to 2%
U.S. PHARMA LEADER	Underperforming GTM strategy	GTM redesign for targeting and allocation	+\$73M above plan (Year 1), +\$82M (Year 2)

Why leading life sciences companies choose IQVIA



Global scale, local knowledge

- Projects in **69 countries**
- Established international field services
- Long-term client partnerships



Unparalleled global data and analytics

- **85%** of global pharma sales tracked
- **1.2B+** non-identified patient records
- **64+** petabytes of unique healthcare data
- IQVIA Healthcare-grade AI®



Deep commercial expertise and technology

- **40+** years in commercial services
- **28,885 FTEs** in commercial solutions
- **7,000+** FTEs in commercial engagement



It's time to shift from maintenance mode to optimization mode.

Protect what you've built.

Grow what you still can.

Contact Us today to identify opportunities, slow erosion, and strengthen your portfolio.

Visit iqvia.com/EBO for additional resources.