

# IQVIA Provider Insights

*Leverage data-driven insights for more valuable physician conversations*

Do you want to explore patterns of treatment by specific healthcare providers and use that information to improve decision-making? Do you want a holistic view of your physician’s universe to guide your provider engagement?

**IQVIA can help you create deeper engagements using highly relevant, data-driven medical content to improve provider decision-making and patient care.**

IQVIA Provider Insights supports Medical Affairs initiatives across Medical Strategy, Communications,

and Field Operations, enabling data-driven decisions for effective scientific and medical communications.

You can leverage a data-driven approach to explore patterns of treatment by specific providers and to optimize engagement, with the ability to pivot based on HCP trends and the impact of hypotheses on meeting the needs of eligible patient populations.

Easy-to-use user interface provides a dynamic view of the patient experience and physician prescribing behavior



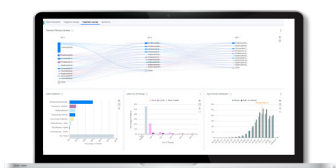
### PATIENT POPULATION

- 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


# To analyze the patient experience, the Provider Insights offering includes the Patient and Disease Insights app


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



**Profile Patients**


Filter patients in multiple ways, allowing an instantaneous deep dive into custom cohorts






**Test Relationships**


Evaluate if patient cohorts vary by key characteristics (e.g., payer type, age/gender, comorbidities)

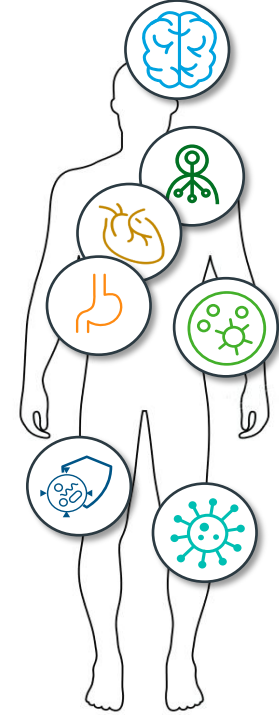




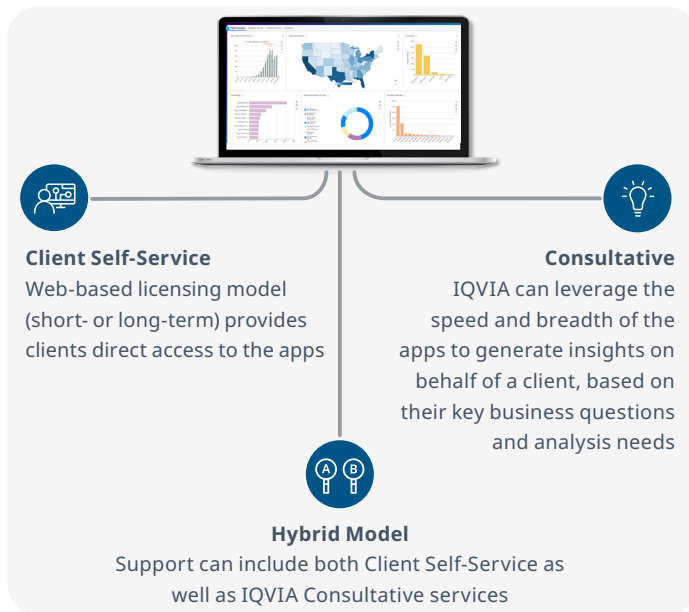
**Review Patient Journeys**

Evaluate signs/symptoms, treating specialty, time to diagnosis, comorbidities before/after diagnosis





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



### Takeaways

- Identify the providers that are most relevant at different points along the patients' journeys
- Easily pivot provider communication strategies using unparalleled real-world data, machine learning, and on-demand analytics
- Quickly and efficiently test hypotheses related to patient diagnosis and treatment patterns for better physician engagement
- Instantly access reports and dashboards through an easy-to-use interface for rapid data analysis to drive effective HCP engagements

Contact an IQVIA expert to learn more.

**CONTACT US**

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