

IQVIA Launch Excellence

Maximize launch value with end-to-end support



Successfully launching new pharma products and indications has become exceptionally challenging.

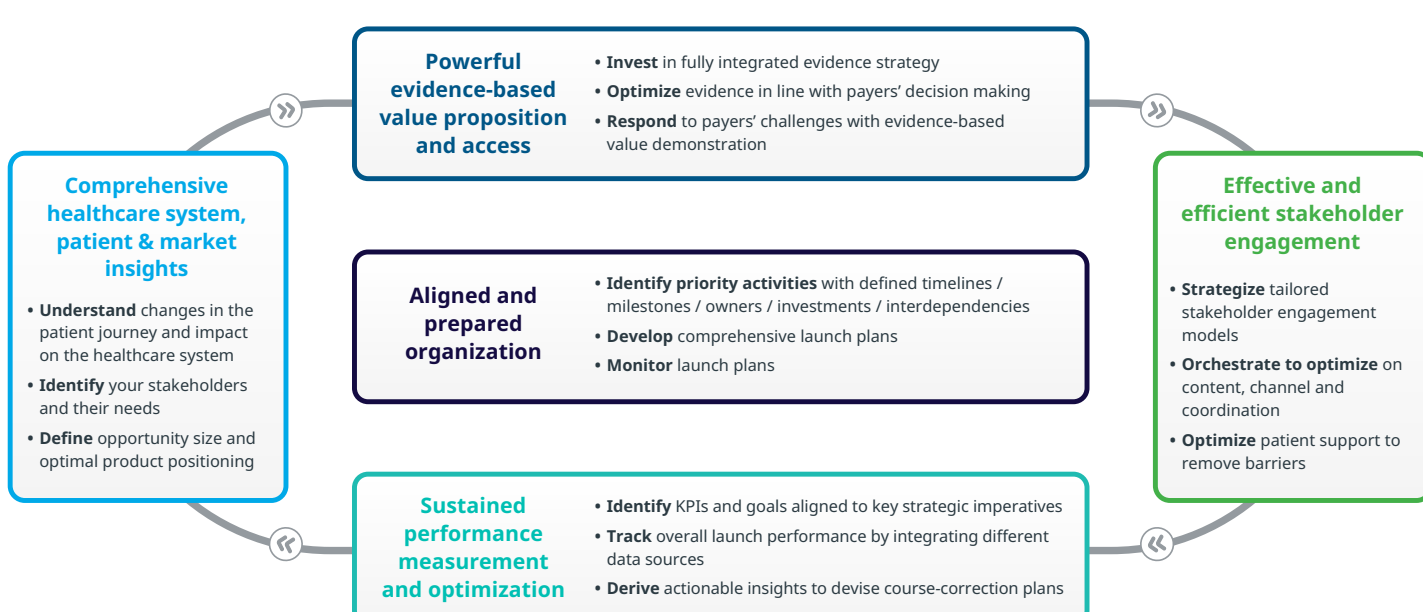


With over 30 years' experience, IQVIA has supported **more than 5,000 launches** and analyzed **1,000 of the best innovative launches**.



We combine **unprecedented data, advanced analytics, domain expertise and innovative technology** to support launches from planning to execution.

IQVIA Launch Connector offers end-to-end support across five success factors



Why choose IQVIA for launch excellence

Launch Expertise

Future-proof your launch in a shifting market environment

- 5,000 product launches in 120+ TAs supported
- 1,000 launches studied to shape launch excellence frameworks and critical success factors
- Holistic launch support from **Market Access, Commercial, Real-World Studies** and **Medical Affairs COEs**

GTM & Customer Engagement

Develop effective and pragmatic go-to-market (GTM) strategies

- 500+ GTM strategies developed

Increase commercial effectiveness with outsourced engagement solutions

- 93% positive rating for HCPs engaged through remote engagement
- 42% increase in adherence through patient support programs

Proprietary Tools & Technology

Achieve operational agility

- Launch-specific platforms to augment and assist processes and decision making

Accelerate access to powerful, connected insights

- 8+ platform families to support patient insights, market access and commercial workflows

AI-Powered Analytics

Drive launch success through precision analytics

- World's largest **library of algorithms and analytics**
- Identify **3x** more patients and achieve **2x** increase in speed of patient initiation
- Enable up to **85%+** accuracy in precision HCP targeting
- **4x** increased engagement with digital and email content

How we help you achieve launch excellence



Unparalleled access to granular data and AI-powered analytics

- Real-world data — **80+** proprietary and **130+** differentiating collaborations
- **1.2B+** non-identified patient records in **50+** countries
- **~26M** HCPs' profile data across **116** countries, **250+** attributes
- **400,000+** sources of social media

Industry-leading global data and tools

- **90%+** of global pharma sales data tracked at national and territory level
- **30K** HCPs providing promotional activity inputs on **300K** brands
- Granular HCP prescription and account level volume data in **all key markets**



Deep healthcare and functional expertise

- **3,100+** epidemiologists/RWI experts
- **1,900+** PhDs and **1,800+** medical doctors
- **16** therapeutic area Centers of Excellence
- **TA expertise** provides clear point of view for successful asset strategies
- **100+** predictive disease solutions



Maximize launch value and realize full market potential with end-to-end support