

Using Connected Intelligence to Improve and Accelerate Decision-Making, Part 4

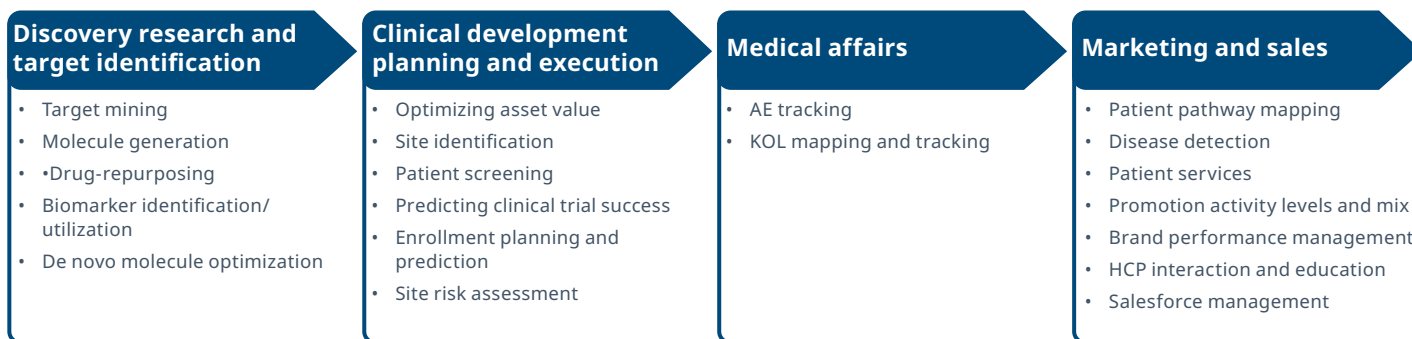
Applications that Drive Success

In this, the fourth installment of our series summarizing the IQVIA Institute report, “Improving Decision-Making through Connected Intelligence,” we reveal the many areas in which Connected Intelligence can guide critical business decisions in life sciences. These include decisions at specific points across a molecule’s lifecycle, those made at the enterprise level, and those involving collaboration with external stakeholders.

As Figure 1 illustrates, applying Connected Intelligence has far-reaching significance for the life sciences industry and for the broader healthcare ecosystem.

Figure 1: Applications of Connected Intelligence

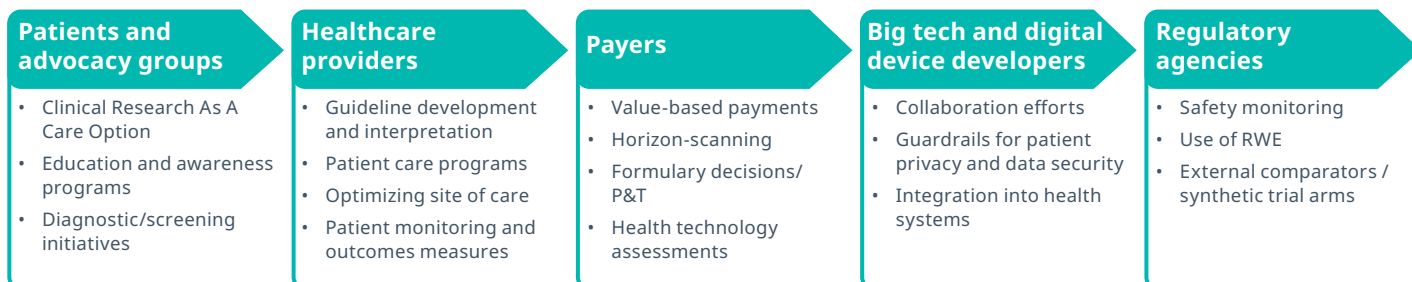
Critical point decisions along a molecule’s lifecycle



Enterprise-level decisions



Multi-stakeholder decisions



Decisions along the Molecule Lifecycle

Connected Intelligence can be brought to bear on challenges throughout a molecule's lifecycle, with applications stretching from discovery research and target identification... to clinical development, planning, and execution... to medical affairs and marketing and sales.

REALIZING THE BENEFIT

Companies that are leveraging data, analytics, and technology to the fullest in research and development are able to shorten their discovery timelines, select more desirable drug properties, design better trials and improve study efficiency, react more rapidly to issues, and improve the success of their trials. Medical affairs teams are able to prioritize monitoring efforts and improve patient safety through alerts and predictions. And, in the most established use case, marketing and sales departments can rely on Connected Intelligence to improve customer engagement and better understand the patient journey.

Decisions at the Enterprise Level

Senior executives responsible for developing company strategy, forecasting, making investment decisions, setting performance targets and allocating resources can deploy Connected Intelligence to confidently determine the best direction, set priorities, manage risk, and achieve success.

REALIZING THE BENEFIT

New modeling tools are overcoming data overload and helping to speed decision-making in allocating capital and balancing investment risks. Purpose-built insight platforms are leveraging real-world data to lend clarity to scenario planning so companies can determine the right development pathway, innovate confidently, and assess potential acquisitions. And, the combination of internal data sources and technology to close the feedback loop is revealing resource effectiveness, useful in setting performance targets and managing organizational size and structure.

Decisions Involving Multiple Stakeholders

Connected Intelligence is the key to generating and disseminating evidence that answers crucial regulatory and clinical questions. It can open new avenues of connectedness with various parts of the healthcare ecosystem – from regulatory agencies, payers, healthcare providers, and independent or public health organizations – as all stakeholders increasingly focus on value.

REALIZING THE BENEFIT

Sharing insights underpinned by Connected Intelligence with patients and patient organizations is leading to improved research into therapeutics and cures and accelerated access to innovative therapies. Bespoke, analysis-ready common data models allow Real-World Data (RWD) to be used in innovative ways to provide robust safety data, speed marketing approvals, and support new indications. Tracking patient-reported outcomes and other direct-to-patient avenues can be used to detect adverse events and examine effects in narrower populations.

Advanced analytical tools with query and patient cohort builders create more effective evidence dossiers, and Connected Intelligence allows for novel reimbursement arrangements and value-based contracts with payers.

Linking core patient data to genomic data, lab data, data from devices, patient-reported outcomes, and social determinants provides a comprehensive picture of patient need to support care guidelines and tailored patient programs. Finally, applying Connected Intelligence across public and private sector sources of data leads to more beneficial policies and more appropriate funding. To learn more about how IQVIA is helping organizations meet these challenges, please click [here](#). Please download the complete IQVIA Institute [report](#) to explore the subject fully.