

# Analytics Insights and Reporting (AIR) for Specialty Data

*Simple, smooth, smart, secure access to specialty data insights*

## Today's reality

To maximize specialty product performance, manufacturers require quick, reliable data as well as a simple way to view key performance indicators (KPIs) in order to discover developing prescriber, patient, and pharmacy trends over time, spot outliers, and enhance the patient journey as a whole.



Manufacturers need that information in a value-added way that drives effective brand strategy by offering a complete view of product pipeline, sales, and usage

activity with a view to optimizing the patient experience and accelerating critical business decisions. In many cases, users are still hindered by internal challenges.



## Internal challenges faced by manufacturers



A lack of data structure and expertise



No easy way to access timely, actionable insights



No access to on-the-fly analysis



Fragmented data that is hard to visualize



The lack of resources necessary for insight scalability

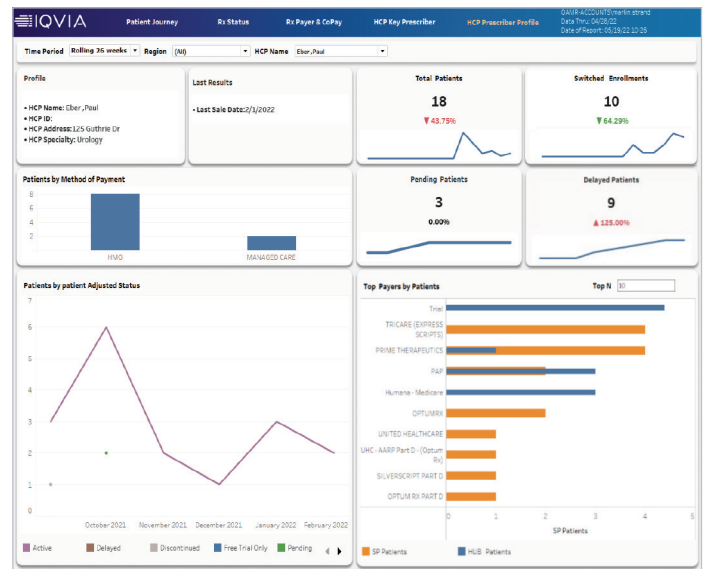
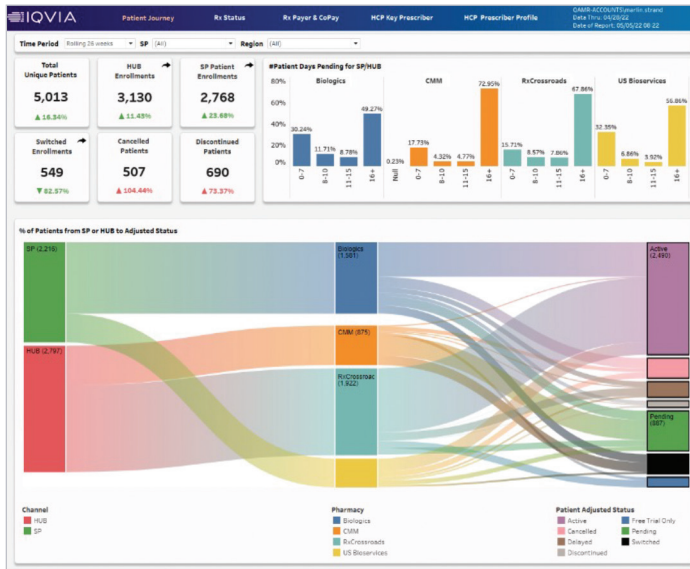
# The solution: Analytics Insights and Reporting (AIR) for Specialty Data

AIR for Specialty Data is an out-of-the-box or customizable business reporting solution purpose designed for specialty pharmaceutical manufacturers to provide clear insight into specialty data sales channels with business-friendly, action-oriented, and intuitive data narratives. With AIR for Specialty Data organizations will have clear line of sight and the ability to answer critical business questions with a full range of self-service capabilities and built-in features that include:

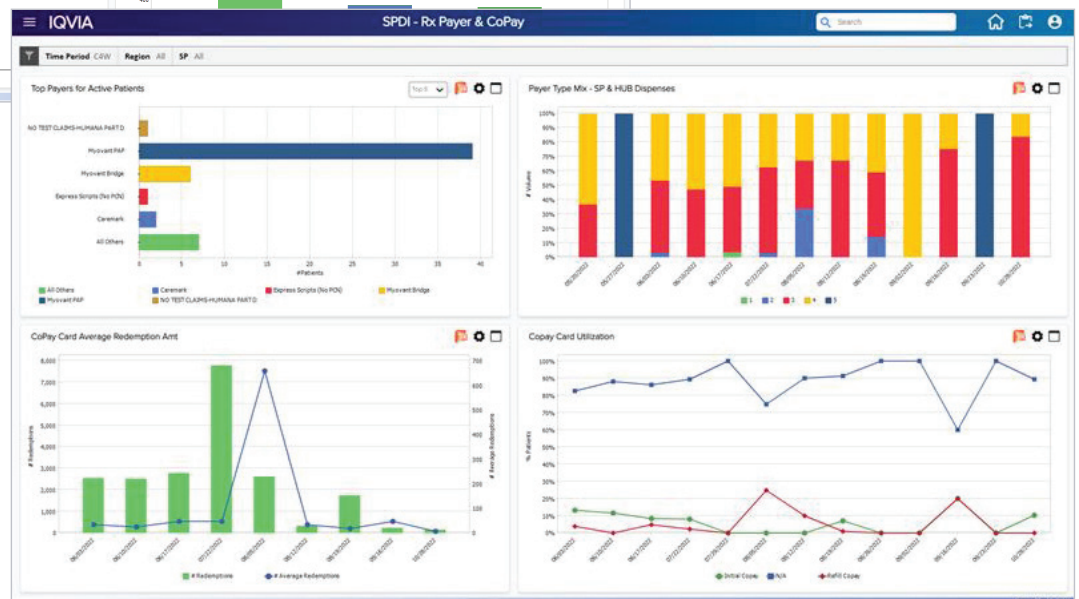
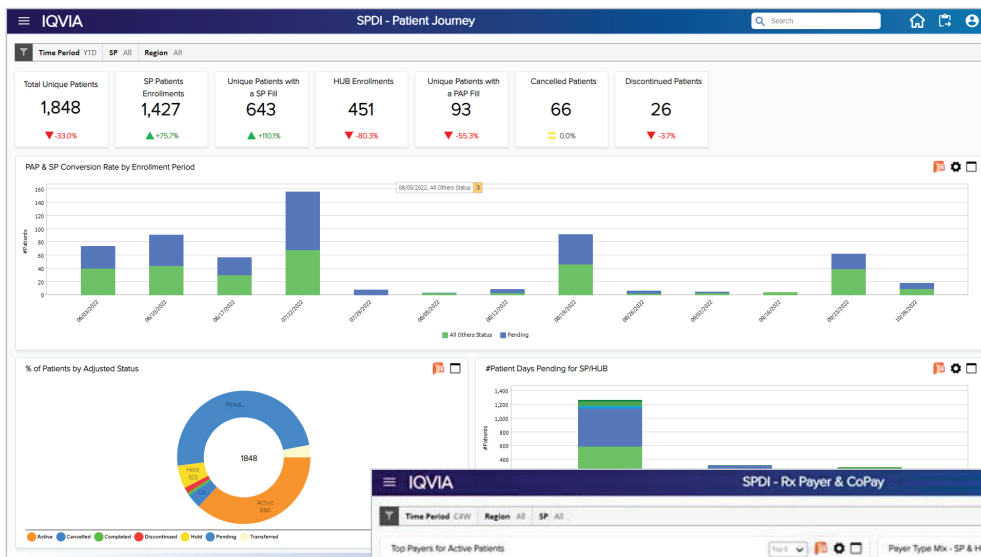
- A data structure and business rules engine that is purpose built for specialty data and specialty data processing
- Access to timely, actionable, and accurate insights
- Data narratives that are business friendly and backed by a KPI-focused approach
- Advanced integrated data management capabilities that are scalable to your organization
- Ability for on-the-fly analysis of emerging trends
- Ability to scale with limited resources
- Reporting capability that are extensible to a diverse list of personas



## Dashboard output examples



## IQ2020 output examples



## Why IQVIA:

Data is our business.

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its Connected Intelligence framework to our analytics, insights, and reporting solutions.

Only IQVIA offers proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

## Related IQVIA offerings

- OCE/CRM
- SMART
- Channel and Specialty Solutions (ValueTrak)
- Data Warehouse
- MDM
- IDP
- DaaS
- Information Management
- IQVIA Data Audits – Specialty, OneKey, DDD, XPT

## Delivery method

- IQVIA hosted, Client hosted, cloud based
- Data frequency: Weekly, Monthly – Customizable

## About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence™](#)