

# IQVIA MedTech Flexible Clinical Program

*Providing you with the support your medical device or diagnostic product needs, wherever you need it*

## Today's reality

In today's dynamic MedTech environment, it can be challenging not to overburden commercial teams, especially with the pressure to hit your increasing sales numbers while minimizing SG&A costs. Lack of resources for large customer evaluations and implementations, constraints for teams juggling multiple priorities, risk inherited by 1099 contracting, and the inability to add internal headcount are just a few of the reasons why MedTech companies are unable to dedicate the right resources to manage flexible clinical teams.

## The right solution — IQVIA MedTech Flexible Clinical Program

The IQVIA MedTech Flexible Clinical Program helps our customers respond to market challenges with focused in-servicing and peer-to-peer product training (both pre- and post-sale). After building, deploying, and managing our team, we measure and track their progress and associated spend.

Program success is tracked and measured in our real-time analytics engagement platform. This provides the detailed reporting analytics needed to stay informed and evaluate where and when support is needed. These insights not only provide a clear view of the overall project, but also allow you to scale your business to maximize program success.





## KEY BENEFITS

- Integrated support offering (inside sales, clinical hotline, field service, and recall support)
- Flexibility and agility to expand and contract
- Comprehensive program management
- Strategic implementation plan
- Improved product adoption
- Faster revenue recognition
- Dedicated account management
- Measurable, real-time field data
- Minimize SG&A costs
- Increase team bandwidth
- Access to top talent

## The IQVIA MedTech difference — Technology and data-driven results

The IQVIA MedTech Commercial Field Solutions Dashboard measures and tracks the progress and associated spend, providing you with immediate program visibility.



### DATA TYPES

- KPI measurements
- Activities and spend by account, region, product, supervisor, and task
- Expense to spend tracking
- Direct patient feedback



### INTERACTIVE AND CUSTOMIZABLE DASHBOARDS

Simple, clear, and interactive dashboards allow you to easily customize reports that show both the overall progress and filtered details of the program to help answer both your immediate and long-term questions.



### WHO CAN BENEFIT

- Clinical education
- Commercial Operations Teams
- Commercial and Clinical IT
- Sales Operations Leaders
- Brand and Launch Teams
- Procurement



## 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](#)



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