IQVIA MEDTECH

IQVIA MedTech Market Activator

Optimize commercial effectiveness with customer-centric insights for precise targeting, faster decision making, and better customer engagement

Today's reality

A growing need for reliable, accurate, and consistent data with clear insights and easy-to-use visualization tools has become critical for MedTech teams looking to maximize market opportunities and customer engagement.

In-person to virtual sales

Reduced in-person access to HCPs, reinforced by the shift to virtual engagements, has disrupted the traditional relationship-based sales model, placing high emphasis on improving time management and engagement strategies.

This shift has created additional pressure and added burden for field sales teams. With accurate, timely, and easily actionable information on providers as well as other important decision influencers, sales teams can call plan and contact buyers where and how they want to be engaged.

Lack of visibility into site of care changes

Changes in reimbursement and increased patient engagement in disease management and treatment are driving shifts from acute to outpatient settings that can be hard to track. Lack of market visibility has led to sub-optimal investment prioritization and a delayed reaction to market changes, resulting in missed opportunities.

Understanding procedure volumes at the site level allows for an understanding of channel shifts and needed prioritization.

Industry challenges

Poor data quality and stakeholder insights

A discomfort exists that data is not accurate due to lags in recency, lack of granularity required for specific needs, incomplete data sets, and general errors.

Access to expertly cleansed and vetted claims and reference data across stakeholders such as HCOs (e.g., IDNs, hospitals, ASCs, physician offices) and HCPs allows for productive and fast engagement based on trusted and insightful information.

Changing market dynamics

Uncertain economic market conditions and forecasts have led to cost reductions and tightened budgets. Sales organizations can increase their effectiveness and make the most of their resources by leveraging MedTech-relevant customer information to determine who to engage with and how and do so quickly.

The right solution – IQVIA MedTech Market Activator

IT'S TIME FOR MORE INTELLIGENT INSIGHTS

By delivering timely, consistent, and transparent reference and claims data with unparalleled connectivity, the IQVIA MedTech Market Activator platform makes it possible for teams to access on-demand, analytics-driven, customer and territory insights that can help expedite the ability to accurately target new and existing customers and identify new market opportunities.

Organizations can effectively engage with key customers through access to opt-in emails and insightful customer profiles.

With real-time analytics in a self-serve Software as a Service (SaaS) environment and advanced integration capabilities, this foundational data-to-insight solution can be leveraged end-to-end or scaled to fill specific capability gaps that meet the needs of MedTech organizations throughout their sales and marketing journeys.

With this platform, organizations gain better insights from their data and into the markets they serve so teams can work smarter, make more informed decisions, and accelerate their return on investment.

MedTech Market Activator Modules

BUSINESS DATA ANALYZER
Direct decision making and investments for MedTech leaders by facilitating quick strategic market, trend, and opportunity assessments as granular as at the individual code level. Empowered and simplified through natural-language-based query searches.

HEALTHCARE ORGANIZATION ACTIVATOR
Optimize MedTech sales and marketing productivity by enabling identification, profiling, and connectivity to key facility customer targets (e.g., hospitals, ASCs, physician offices, IDNs) via actionable insights from procedure volume, quality measures, Open Payments data, and IQVIA's industry leading claims and OneKey reference data.

HEALTHCARE PROVIDER ACTIVATOR
Increase sales and marketing productivity by enabling identification and segmentation of key physician and mid-level provider targets via actionable insights from analysis of procedure volume, quality metrics, Open Payments data, and IQVIA's industry leading claims and OneKey reference data. Engage quickly with access to opt-in emails.

Use cases

The primary business application for sales effectiveness includes targeting, profiling, and opportunity assessment. The tool provides a single source of truth across the organization.

The platform is built on a common set of IQVIA market intelligence datapoints, with views and insights tailored to the needs of each business function, including:

- Customer segmentation and profiling
- Business performance evaluation
- Procedure volume trend analysis
- Market/opportunity sizing
- Customer engagement

Core users

- Sales leadership
- Field sales and account management
- Commercial and sales operations
- Marketing leadership

MedTech specific solutions optimized for MedTech customers delivered by MedTech professionals

Related IQVIA solutions

- Omnichannel Digital Engagement Solutions
- Hospital procedure and diagnosis data
- Orchestrated Customer Engagement
- Channel and Specialty Data Services
- Custom Data Strategy Consulting
- Business Analytics Consulting
- Medicare Part B

Future enhancements

Contact us to learn more about our ability to integrate proprietary data and learn about our future enhancements.

Why IQVIA MedTech

IQVIA MedTech is a global strategic partner for accelerating MedTech innovation. By intelligently connecting the right insights, technology, and MedTech expertise, we help enhance healthcare outcomes of the **medical device and in vitro diagnostics industries**. Our market leading and specialized solutions and services help **boost product strategy** with advanced data driven insights, **optimize clinical success** with accelerated trials and real-world evidence, **streamline efficient pathways** for regulatory approvals, **ensure compliance** with comprehensive cloud-based solutions and field recall, and **maximize business performance with augmented team** solutions along the complete product lifecycle.

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**

IQVIA Connected Intelligence™

IQVIA MEDTECH

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