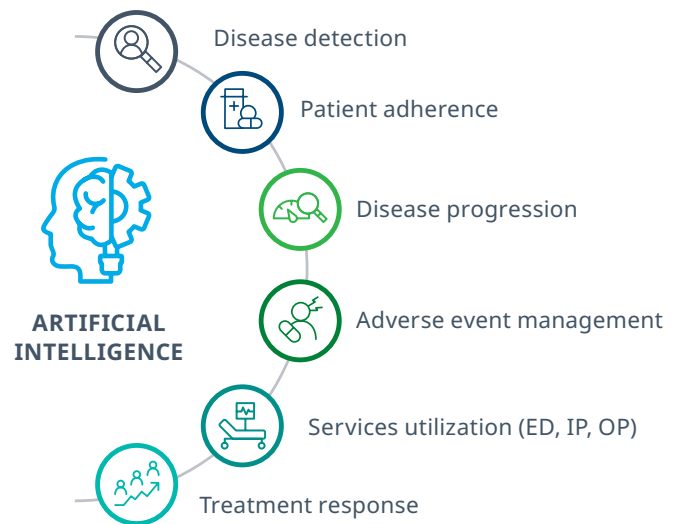


# Precision Risk Modeling at Scale to Manage Costs

*On-premise deployment of predictive risk models built for your targeted population*

Artificial Intelligence and machine learning (AI/ML) models have transformed the ability to identify opportunities to reduce avoidable costs, predict medical events, and, ultimately, improve patient care. But developing, implementing, and interpreting to drive actionable results can get tricky. You need the right data, the right process, and the right actions to be successful.

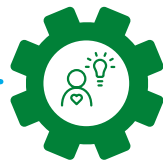
## AI predictive risk management opportunities



## Common AI implementation pitfalls



**Data science resource limitations**



**Under- and over-localization**



**Limited clinical resources for actioning**

### CHALLENGES TO AVOID

- ✘ Project de-prioritization due to staffing limitations
- ✘ Model drift, bias, and uninterpretable results
- ✘ Siloed, home-grown models
- ✘ Black box models with limited configuration
- ✘ Investments that do not yield actionable information

# The right data drives precision

IQVIA's AI modeling approach leverages robust ambulatory, pharmacy, laboratory, and medical claims data assets to develop foundational models which are then applied to client data for localization and performance optimization.



Longitudinal prescription claims (LRx) to track utilization and cost related to retail/mail prescriptions

**4B+**  
Annual claims

**90%+**  
Coverage



Patient diagnosis, co-morbidity data, and services that are billed by physicians

**1.7B**  
Annual claims

**84%**  
AMA physicians captured



Patient diagnosis, co-morbidities, and procedures billed by facilities

**305M**  
Annual claims

**84%**  
AMA physicians captured

Common linkable non-identified patient ID

## The right process drives targeted insights

IQVIA experts in data science, medicine, information technology, and data privacy/security work together to leverage our data assets, technologies, and methodologies to design fit-for-purpose solutions that meet individual customer needs.

## IQVIA's fit-for-purpose approach



### ASSESS BUSINESS NEEDS

- Understand customer key objectives and goals



### SPECIFICATIONS AND DESIGN

- Assess feasibility
- Establish optimal approach (dynamic, predictive vs. rules-based triggers)



### ANALYTIC TOOL DEVELOPMENT

- Create fit-for-purpose model, test, revise, optimize, and deliver



### ON-PREMISE IMPLEMENTATION

- Support implementation and ensure customer satisfaction



### DEDICATED COLLABORATION

- Dedicated client success advocate
- Ongoing support for data inquiries and methodology review

## The right insights drive the right actions

There is growing excitement around AI/ML's value proposition in prioritized patient finding by identifying risk for disease progression and associated treatment pathways. Unfortunately, most efforts to realize the ROI fall short due to data scientist staffing limitations, over- or under-localization which limits diffusion of learning, or model performance.

When partnering to co-develop AI algorithms, IQVIA uniquely leverages broad clinical, data science, and operational experience to avoid frequent pitfalls, meet evolving customer needs, and create clinical actioning opportunities within workflows.

IQVIA insights enables you to identify intervention opportunities for education with members and physicians and inform benefit design strategies.

# Case study

Disease progression: IQVIA and a national payer partnered to develop an AI algorithm to predict specialty drug initiations

## OBJECTIVES

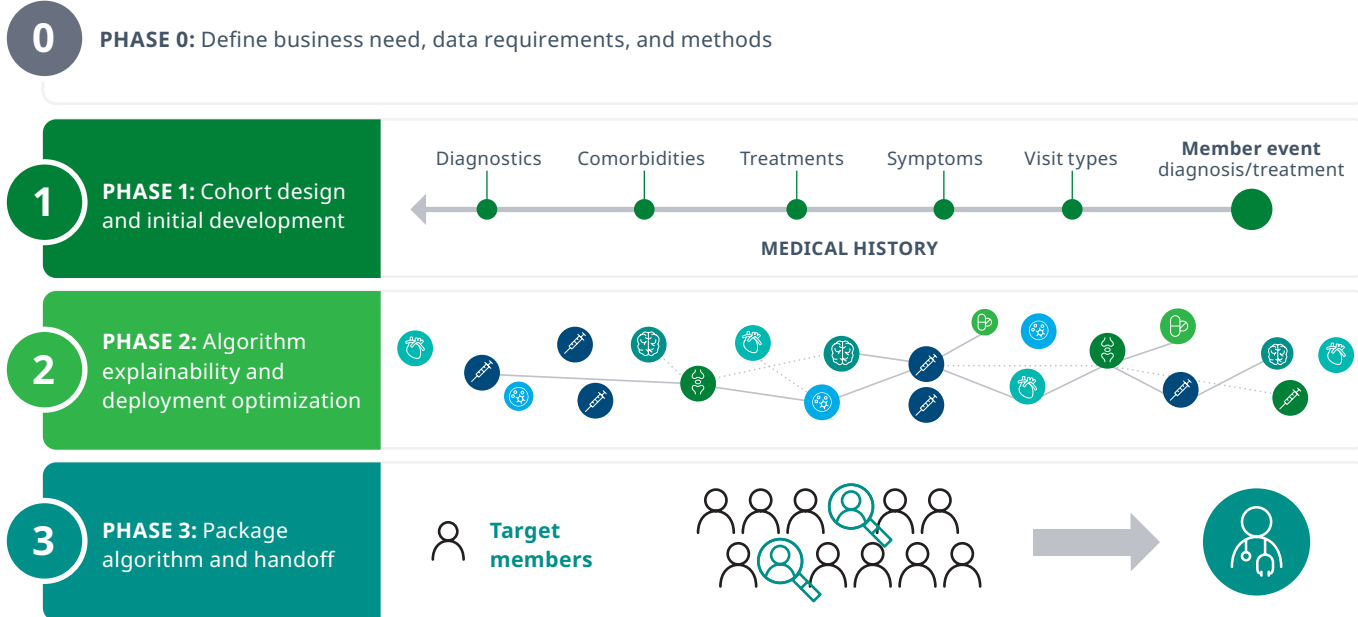
- Develop an AI algorithm based on IQVIA's data to stratify member risk for requiring specialty drug(s) for pulmonary arterial hypertension (PAH) to enable early intervention and diversion to preferred formulary
- Understand key predictors associated with at-risk members and provide insights to the payer clinical intervention team(s) for appropriate follow-up

## DELIVERABLES

AI-based algorithm stratifying member risk for clinical intervention team actioning including:

- ✓ An ordered list of diagnosed PAH members at-risk for initiating specialty drugs
- ✓ For each at-risk member, a list of key drivers behind the risk score (ex. comorbidities, treatments, etc.)

## PHASES



## The IQVIA difference

**100+**  
algorithms

**100B+**  
healthcare records  
processed annually

**4,600+**  
data scientists

**11,900**  
technology experts

Our unparalleled data and deep domain expertise uniquely enable us to build custom models to predict risk and manage avoidable costs for your specific population.

Make a difference in patient care with precision modeling and prioritized care management strategies at scale with IQVIA. [Request more information today!](#)



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