Evidence Synthesis: Enabling Successful Launches, Regulatory Submissions, Key Product Developments, and Other Strategic Activities

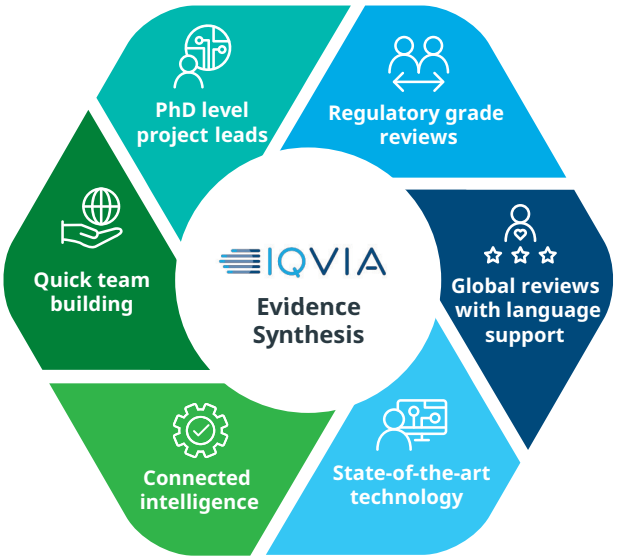
Stronger evidence for strengthened success

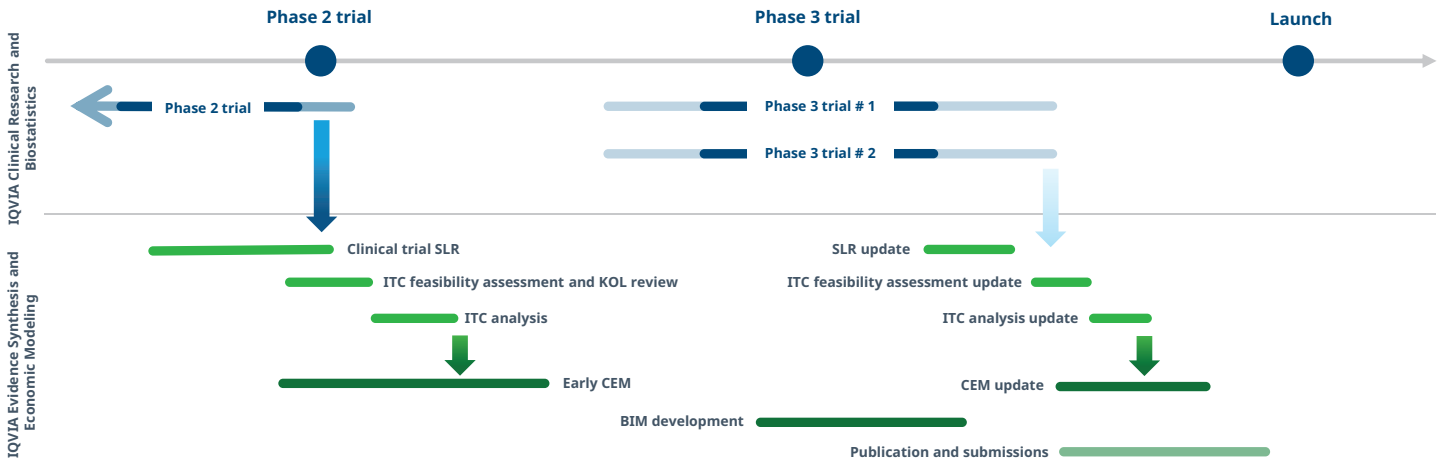
The healthcare environment today is more specialized, more competitive, and more cost sensitive than ever before. Life sciences companies of all sizes face increasing evidence needs requiring tailored solutions to complex research challenges in demanding times.

Developing a comprehensive launch strategy to maximize commercial success requires a coordinated approach as well as deep understanding of the evidence landscape and your product's comparative efficacy and safety, to help propel you ahead of the competition.

Starting early, with intentionally streamlined **HTA and regulatory grade evidence synthesis** through a single point of contact, saves time and helps to demonstrate value efficiently with reduced risk. IQVIA provides a full range of evidence synthesis offerings, from publication landscaping and competitor benchmarking to indirect treatment comparisons (ITC) for HTA submissions, allowing you to apply the right level of rigor to meet your goals.

For each project, we focus on deriving insights — not just summaries — to enhance your product's value story and facilitate more **informed decision making**.





IQVIA has a long-standing evidence synthesis group inclusive of 100+ dedicated staff worldwide, which enables the implementation of multiple projects simultaneously.

Our epidemiological, PhD-level project leads average 10+ years of experience in evidence synthesis, are supported by advanced analytics teams, and partner with practicing IQVIA clinicians, pharmaco-epidemiologists, and modelers for more connected intelligence. In addition, this connectivity to IQVIA clinical research centers and biostatistics teams allows for streamlined access to trial results for analysis needs such as indirect treatment comparisons (ITC).

At IQVIA, regulatory and reimbursement grade reviews are conducted according to FDA, EMA/PASS, and HTA requirements, following accepted international guidelines, and carried out in coordination with IQVIA regional teams to ensure projects are adapted to meet local market requirements. When necessary, we integrate AI and human translation services for all languages.

Systematic Literature Review

A method used to collate all scientific evidence in order to answer a specific research question

- Regulatory and reimbursement requirement
- Establish unmet clinical need, disease burden, and economic burden
- Describe the body of research evidence on a particular topic

Meta-Analysis

The statistical combination of results from 2+ studies

- Demonstrate consistency of effect across different studies
- Information from multiple studies is better than 1 (improve precision)
- Settle controversies from apparently conflicting results

Indirect Treatment Comparison

Statistical techniques to compare 2+ interventions when head-to-head trials are unavailable

- Network meta-analysis
- Simulated treatment comparison
- Matching adjusted indirect comparison

Targeted Literature Review

A selective look at the scientific evidence

- Innovative application of large language models and natural language processing for quick results
- Publication landscapes and competitor benchmarking

IQVIA thoughtfully integrates cutting-edge technology like large language models, such as **GPT and NLP,** to maximize the best of what each has to offer and enable innovative and efficient evidence solutions. For advanced analytics, we have a **bank of validated and customizable scripts**.

IQVIA Real World Solutions creates intelligent connections with unmatched domain knowledge, scientific rigor, and operational excellence to generate and disseminate evidence that answers crucial questions. Our regulatory and payer expertise, unparalleled data assets, best-in-class technology-enabled analytics, and innovation at scale enable you to drive smarter decisions for commercial success.

Real world evidence.

Real confidence.

Real results.

IQVIA

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