

IQVIA Brand Analytics Platform

A self-service, intuitive technology that provides immediate access and complete visibility into critical patient and market insights

Today's reality

When it comes to understanding the complexities of the current patient market landscape, commercial brands need an easy way to visualize and access real time answers to crucial business questions with the confidence to know that each answer is backed by a foundation of credible and proven data.

Assessing an addressable market for your product and maximizing its portfolio value is becoming increasingly imperative and yet ever more challenging in a rapidly evolving and highly competitive industry. Yet many companies still struggle with ways to sift through vast amounts of that data to accurately assess and understand key insights including:

- Patient profiles and segments
- Market size and interest
- The source of business for their products and how that compares to each competitor
- When a patient is staying on their product
- How usage compares to similar products by patient, prescription, or procedure volume

Knowing how to answer those questions and the ability to access and view key insights in real-time, with accurate results, is critical to the success of any new or existing product portfolio and when done well, can increase an organization's competitive advantage and positively impact ROI.



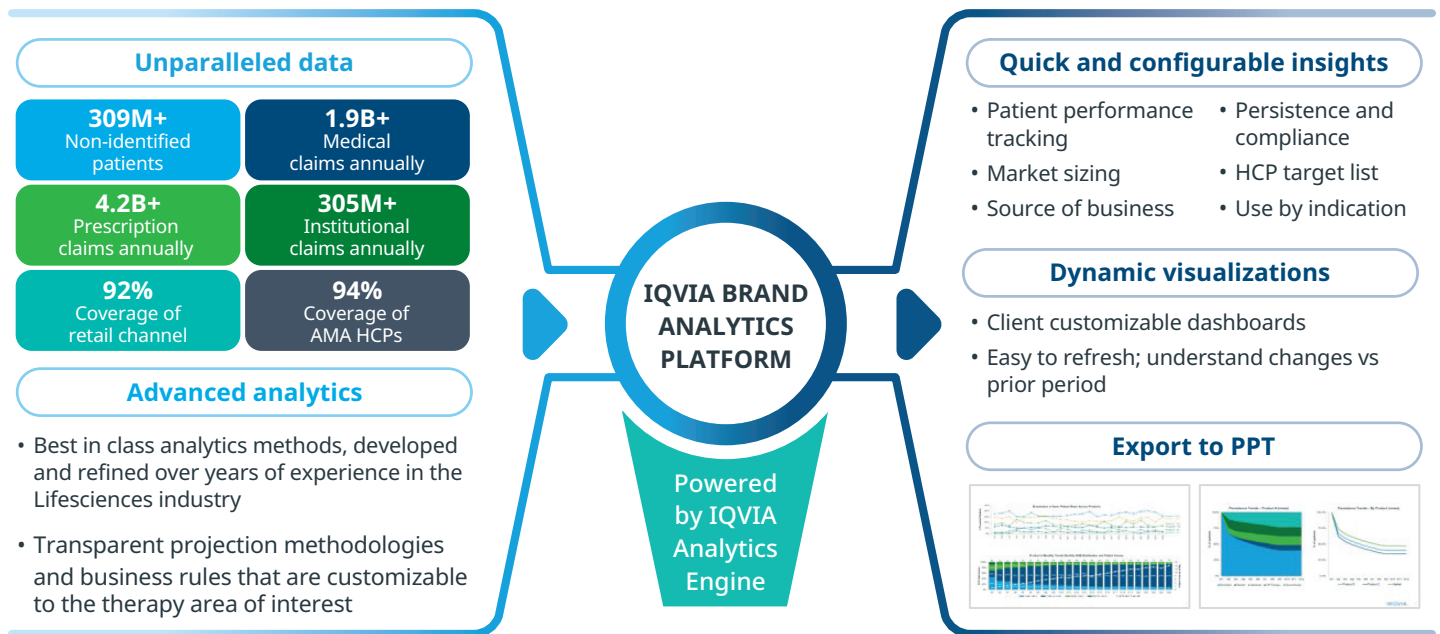
The right solution – IQVIA Brand Analytics Platform

Today, every commercial decision starts with access to the right information at the right time.

Powered by IQVIA's Analytics Engine, featuring best-in-class data and analytics methodologies, IQVIA's Brand Analytics Platform is a self-service, intuitive technology that provides companies with immediate and seamless access to critical information, powerful analytics, and dynamic visualization capabilities that empower commercial teams to quickly identify market insights and easily view, manipulate, and export the data and visuals they want, when their teams need it the most.

With the ability to understand and view vast amounts of non-identified patient data, in real-time, the IQVIA Brand Analytics Platform is an essential commercial planning component that will drive successful business outcomes for any life science's company, and is fully backed by, factual, transparent information, with demonstrated, provable results for accurate, reliable, and repeatable answers to the most important business questions.

IQVIA's Brand Analytics Platform is a self-service tool that transforms IQVIA's unparalleled data and analytics into customizable visualizations and insights



With the IQVIA Brand Analytics Platform companies can now run complex analytics in a matter of minutes or hours, with best-in-class analytical methodologies already built in, including:

TREATMENT PERFORMANCE ANALYZER:

Track and size the number of treated patients based on LRx pharmacy drugs or Dx based drugs/procedures. Drill down into new and continuing patients and Rx's into subcomponents:

- NBRx – New to market, immediate switch, restart different, add-on
- Continue Rx – Immediate continue, restart same
- Patients can also be segmented by patient age/gender, method of payment, physician specialty

MARKET LANDSCAPE ANALYZER:

Profile and size the number of diagnosed patients in the U.S. and segment by treated vs. untreated and treatments (prescriptions and in-office drugs/procedures combined)

for a specific patient population projected/scaled up to universe with the ability to segment the market (and perform crosstab) by the following:

- Diagnosed (treated vs. untreated)
- Prior diagnosis claims in look-back period (Y/N); to estimate newly diagnosed patients
- Ability to filter by patient age and gender, HCP specialty, payment type and concomitant medications

ADHERENCE ANALYZER:

Gain a better understanding of factors influencing product compliance and persistence:

- Understand how persistence changes based on types of conditions and other patient attributes
- Measure medication possession ratio (MPR) and proportion of days covered (PDC)
- Calculate average days between fills, average gap between therapy, and total days of therapy

Why IQVIA

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 their new Brand Analytics Platform.

With easy access to real information organizations get the reliable reporting they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, 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.

Delivery method

Data seamlessly delivered either directly within the tool or to a customer's secure ftp site.

Users can save their outputs to an internal or external location as defined by their organization and export results to excel or powerpoint.

Core users

- Analytics teams
- Commercial brand directors
- Data scientists
- Market research professionals
- Commercial operations teams
- Therapeutic area leads
- Forecasting leads

Related IQVIA offerings

- Real World Data assets including:
 - » Longitudinal patient prescription data (LRx)
 - » Medical claims data (Dx)
 - » Hospital claims data (Hx)
- IQVIA Analytics Engine

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™**