IQVIA

IQVIA SMART for Financial Services

Identify healthcare trends to enable smarter investment decisions with a comprehensive suite of trusted, best-in-class healthcare data solutions

Today's reality

When it comes to investing in healthcare, understanding the trends in pharma for new product launches or medical devices can be a rapidly moving target.

To make informed investment decisions and reduce risk, you need real-time access to top-quality data that allows you to quickly:

- Assess overall market potential
- View sales and prescription trends over a robust historic period of time
- Track new and emerging products as they become commercialized with early insights

Why IQVIA

We know healthcare data. We offer commercial, manufacturing, and scientific industry expertise, healthcare-grade data and fit-for-purpose analytics to help you make informed decisions and maximize investment value. Gain the clarity you need to confidently invest in a dynamic healthcare environment using IQVIA data solutions and build a multi-dimensional view of potential assets.

It is critical that you have the right data at the right time to make the right decisions.

>400
Financial institution customer engagements and counting since 2015

>150
Financial institutions leverage IQVIA information assets across multiple investment scenarios
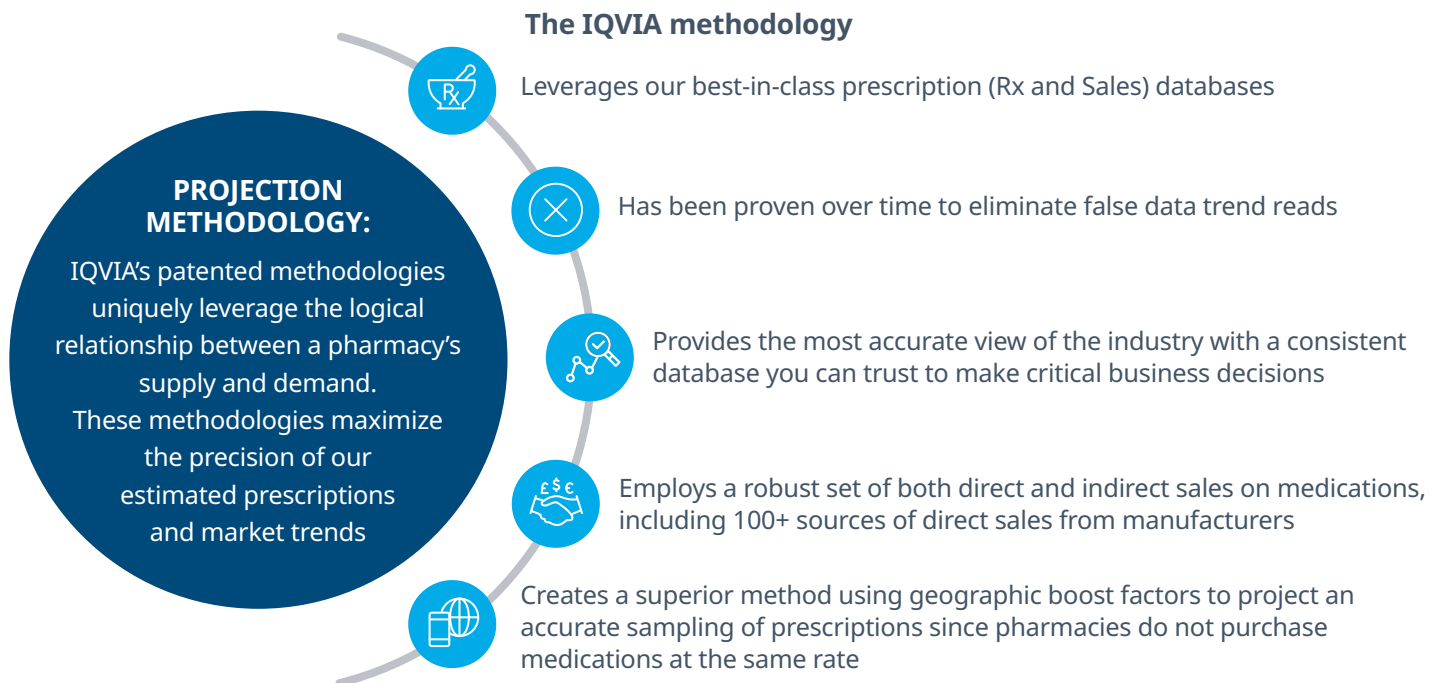
>40
Years IQVIA has been a leader in the healthcare sector

1
Industry focus — healthcare lifesciences

Financial data solutions

The IQVIA methodology

PROJECTION METHODOLOGY:

IQVIA's patented methodologies uniquely leverage the logical relationship between a pharmacy's supply and demand. These methodologies maximize the precision of our estimated prescriptions and market trends

Leverages our best-in-class prescription (Rx and Sales) databases

Has been proven over time to eliminate false data trend reads

Provides the most accurate view of the industry with a consistent database you can trust to make critical business decisions

Employs a robust set of both direct and indirect sales on medications, including 100+ sources of direct sales from manufacturers

Creates a superior method using geographic boost factors to project an accurate sampling of prescriptions since pharmacies do not purchase medications at the same rate

IQVIA's national-level prescription estimates are relied upon by the top 20 pharmaceutical manufacturers to measure performance and are considered the gold standard in data by the financial community.

DATA COVERAGE	IQVIA maintains the largest sample of available prescription data by capturing information from a variety of supplier types, including large pharmacies, independent stores, supermarkets, wholesalers, PBM, LTC providers, traditional mail pharmacies, and specialty drug pharmacies (large and small), reflecting a near census of retail store activities.
SPECIALTY PHARMACY	With trends shifting towards specialty products and specialty care, IQVIA invests in this space by onboarding additional specialty suppliers. As the "gold" standard in data, our commitment to customer satisfaction means we continually enhance our data assets to provide better coverage and visibility, and drive better decisions.
DATA INTEGRATION	IQVIA's SMART is a business intelligence tool designed to provide a pharmaceutical-information-specific solution — one that leverages proprietary technology to produce the analytics that matter most when studying the pharmaceutical marketplace. SMART is user-friendly and consistently leverages newly integrated data sources. SMART users have access to prescription, sales, and longitudinal patient performance metrics like "new-to-brand," all easily integrated and reported on for quick, reliable insights.
NEW DATA INSIGHTS	Based on customer feedback, IQVIA is committed to providing new, cutting-edge pharma insights such as weekly sales, access to daily data for retail products via RAPID, early insights, and allocating prescription and sales data by diagnosis within IQVIA's Diagnosis Allocation.
LONG-TERM HISTORICAL VIEWS	With both sales data and prescription data available back to 1992, IQVIA offers a robust history that examines data trends for all products and all markets over time. The ability to look back at product launches and determine algorithms for product launches in the future is just a click away within our Launch Database on the SMART platform.

The IQVIA difference

WE WORK TO UNDERSTAND YOUR NEEDS

As experts in the healthcare and life sciences sector, IQVIA understands the dynamic needs of financial institutions and can address your needs with tailored solutions, including:

- Quality healthcare data and insights
- Work on due diligence projects
- Customized consulting engagements
- Advising pharma companies and investors on strategy, M&A, and custom VC partnerships

WE KNOW THE INDUSTRY AND KEY ISSUES

Our 85,000+ employees bring R&D, clinical, manufacturing, regulatory, and commercial expertise to your key diligence questions and strategic issues.

WE TAKE AN EVIDENCE-BASED APPROACH

IQVIA is considered the reference partner for provision of healthcare and life sciences information, data, and advisory. Our unparalleled data, technology, and analytical tools enable us to rapidly interpret trends and derive meaningful insights when and where you need them.

THE SMART DIFFERENCE

IQVIA's SMART platform integrates information from the largest source of curated healthcare data to deliver accurate, actionable insights. Adapting to the way you do business, rather than forcing you to conform to the solution, SMART allows you to cache your behavior and get the answers you need quickly — from a macro-level market analysis to detailed, granular-level tracking and trending activities.

Related IQVIA solutions

NPA	National Prescription Audit (NPA) – Enables financial institutions to track utilization for any life sciences companies as close to real time as possible, with weekly/monthly updates in order to understand the potential of these companies.
NSP/WSP	National Sales Perspectives (NSP)/Weekly Sales Perspectives (WSP) — IQVIA's WSP and NSP offerings provide insights into prescription sales over time. Each product is linked back to a company as close to real time as possible, with weekly, and monthly updates available.
LAUNCH DATABASE	View both launch and historical Sales and Rx views back to 1992 — IQVIA's Launch Database combines the sales dollars as well as prescriptions filled, with a robust history back to 1992. This dataset is essential to assess historical analogues for data trends.
PATIENT INSIGHTS (NEW TO BRAND: NBRX)	Financial institutions can now evaluate a true indicator for future growth of a product by assessing if patients are truly new to brand, continuing or switching from one therapy to another.
DIAGNOSIS ALLOCATION	When evaluating a company's performance, it is critical for financial institutions to understand the true volume of prescription sales and prescriptions filled based on the FDA-approved diagnosis of that product. This enables you to make the right evaluation without overstating the impact of volume associated to off-label use.
FIA NATIONAL	Provides the insight needed to evaluate the future growth or challenges of any life sciences company with the visibility into the patient access trends by product. It is critical to understand the percentage of paid, rejected (payer), and reversed (patient) metrics in order to highlight which products are easily accessible to patients and which ones face challenges for distribution..
MDSA	Medical devices utilized in the hospital setting are tracked within IQVIA Medical Device and Supply Audit (MDSA). Sales dollars and units down to the medical device product SKU across medical technology manufacturer presents an opportunity for measurement in this space.
MIDAS-GLOBAL MARKET INSIGHTS	IQVIA's MIDAS provides standardized pharmaceutical product names and trends for over 70 countries, including the U.S. Local currency as well as standardization of sales $ to U.S. dollars allows easy tracing, no matter what geography.

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