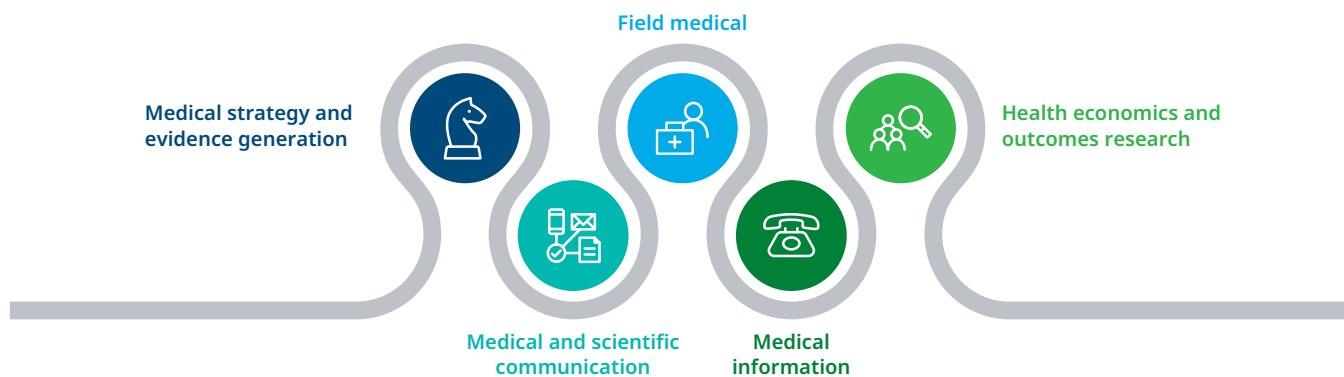


# Integrated Medical Affairs Solutions for Your Unique Needs

By listening and learning about your specific needs — whether those needs lie in medical strategy, scientific and medical communications, field medical affairs, medical information, HEOR, or a combination – IQVIA understands that your needs are unique, and one size does not fit all.



**IQVIA can support Medical Affairs evidence generation and dissemination needs across these functional pillars.**



## Medical strategy and evidence generation

Define the strategic direction for a product or therapeutic area

### **IQVIA SOLUTIONS**

- Natural history of disease
- Patient Journey
- Evidence generation/synthesis
- Competitive intelligence/benchmarking
- Data landscaping
- Thought leader strategy and influence network mapping
- Patient and Disease Registries
- Retrospective data



## Medical and scientific communications

Develop educational solutions and publications

### IQVIA SOLUTIONS

- Medical communication strategies
- Publication planning and execution
- Peer-to-peer engagement
- Congress and meeting execution
- Disease/product education programs
- Scientific platform
- Medical multichannel campaigns including digital
- Training programs



## Field medical

Educate and facilitate collaborations with providers

### IQVIA SOLUTIONS

- Field medical deployment design, recruiting, staffing, and training
- Organizational deployment, management, and oversight
- Field effectiveness, measurement, and reporting
- Orchestrated customer engagement (OCE) going beyond traditional CRM and marketing automation tools



## Medical information

Respond to medical and product questions

### IQVIA SOLUTIONS

- Outsourced full service response center
- Standard response letters
- Manage medical legal review process
- Services available in over 50+ languages
- Grants and funding management



## Health economics and outcomes research

Determine the clinical and economic benefits of treatment

### IQVIA SOLUTIONS

- Health economic evaluations
- Budget impact models
- Burden of illness
- Disease prevalence
- Treatment patterns
- Patient-centered solutions