IQVIA

Optimizing Brand Performance

Identify and quantify opportunities to improve brand performance

ENVIRONMENTAL
- Market Unmet Need
- Cost of Treatment
- Competitive Intensity
- Availability of Generics

INDIRECT INFLUENCE
- Advocacy Groups
- Integrated Delivery Networks
- KOLs
- Pharmacies
- Supply Chain

PATIENT ACQUISITION AND RETENTION

DIRECT INFLUENCE
- Patient
- Prescriptions
- Payers
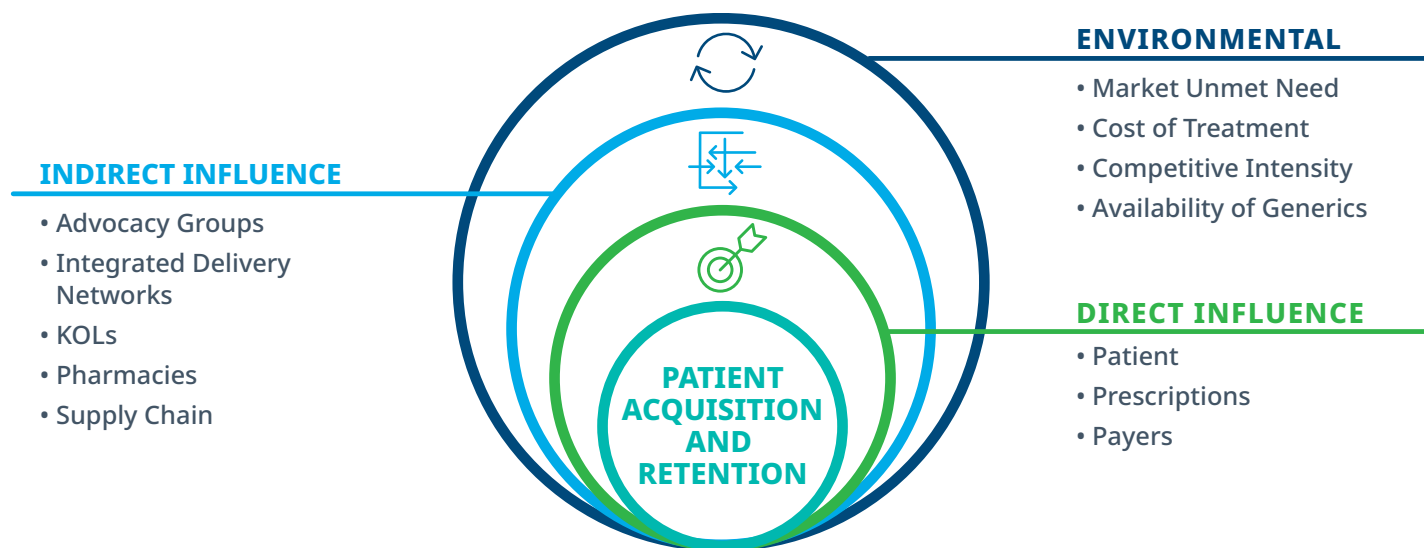
Brand Optimizer overview

Every year, brand teams ask themselves the same question: How can we improve our brand's performance? They typically have a good understanding of performance issues, however, they are usually less certain as to how to improve their prior under-performance.

IQVIA's Brand Optimizer solution was developed to pinpoint the critical components that can open new opportunities for New to Brand Rx (NBRx) growth and improving patient adherence rates. Brand Optimizer provides an **integrated impact** of the various performance drivers, **offsetting** the need to conduct **multiple** brand planning **analyses**.

Challenges

While the core drivers of brand performance are simple, underlying causes that drive a lack of performance can be interrelated and very complex. Step one in trying to understand and improve a brand's performance is to define scope. It is fundamental to first consider whether hypotheses surrounding under-performance have been developed and/or explored.

IQVIA brand performance framework

The IQVIA framework takes a holistic approach and focuses on the core pillars of a brand's performance—**Patient Acquisition (NBRx)** and **Patient Retention**.

1. Increase the new/treatable patient pool (active prescribing decision)

2. Increase prescriber utilization (adoption and productivity)

3. Reduce written prescription leakage

4. Improve the lifetime value of a patient (improved adherence

Multiple strategies and tactics encourage brand growth in each of these four focus areas. IQVIA provides evidence-based expert consultation combined with embedded intelligence that: anchors a brand's performance and potential with relevant benchmarks; identifies problem areas; quantifies pragmatic opportunities; and, makes evidence-driven recommendations for course correction.

How IQIVA partners with your brand teams

Brand Optimizer is an integrated solution that brings together multiple data sources, embedded intelligence, and functional expertise. Apply a brand optimizer-driven approach to better understand the direct, indirect, and environmental influences in order to define and improve a growth strategy.

| | **Industry-Leading AI Advancements** | **Unparalleled Evidence for Each Stakeholder** | **Ability to Link Strategy with Actionable Operational Guidance** |

IQVIA's HOLISTIC APPROACH

Where are the best opportunities?

Determine what percent of the opportunity is feasible

Learn how much opportunity is in the market

Discover gaps in performance

How can I capture those opportunities?

Identify where messaging can be improved based on different customer segments

Learn how and where to improve patient access

Determine how to optimize the brand's sales force

Which investments should I prioritize?

Know where to invest to improve brand performance

Multiple Deliverables and Interactive Process Ensure Alignment with All Brand Stakeholders

FORECAST VALIDATION AND PERFORMANCE SCENARIOS	GROWTH OPPORTUNITIES AND DRIVERS	STRATEGIC RECOMMENDATIONS
Quantified gap between current level of patient acquisition/retention and those required for expected performance	Identification of new patient acquisition and retention opportunities	A framework to evaluate and prioritize strategic initiatives based on potential impact, feasibility, and level of investment needed
Future performance scenarios based on key market events such as coverage changes, competitor entry, etc	Understanding of the key performance levers (e.g., Digital Engagement, Co-pay Card Redemption, OOP Cost) that can help to capture the opportunity patients	Final recommendations on most optimal strategies to drive growth for your brand
Feasibility assessment for the expected performance based on patient pool and IQVIA's benchmarks	Growth potential for each key performance lever	

PHASE 1: Discovery

PHASE 2: Gap Analysis

PHASE 3: Growth Opportunity Analysis

PHASE 4: Strategic Recommendations
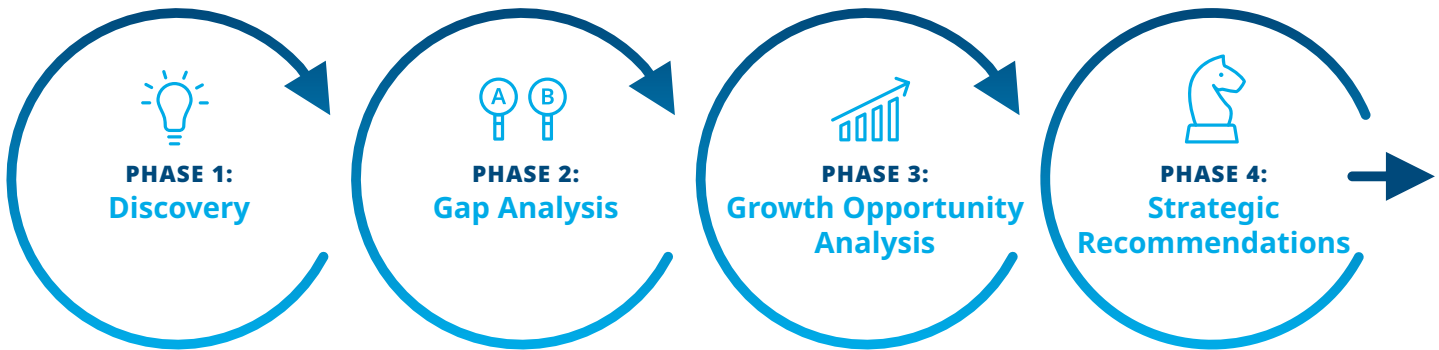
Customer benefits

Forecast evaluation and better understanding of gap between current and expected performance

Identification of the opportunity areas to improve

Quantification of potential opportunities and evidence-driven recommendations for course correction

To learn more, please contact us and reference Brand Optimizer.

IQVIA

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