

Precision Population Targeting

Find the patient populations you need to grow key service lines

Optimize your strategic growth initiatives and drive healthcare forward with clear line of sight to pinpoint highly desirable patient populations. Use physician behavior targeting to find the providers treating significant counts of the patients of interest, for example Prescription Behavior Targeting to find patients taking medications. Use patient origin targeting to find geographic areas with significant counts of the patients of interest. With Precision Population Targeting you can:

- Quantify the likely market potential for growing new or key service lines
- Target the high value physicians treating the largest volume of patients of interest
- Highly focused outreach or marketing tactics to drive growth

Unmatched visibility into key market intelligence

The **Precision Population Targeting** solution leverages IQVIA's anonymized national prescription and outpatient medical claims data for increased visibility into the geographies with the highest concentration of patients likely to need downstream procedures and services.

You can use this precision data as a tool to help physician liaisons find the high value physicians they should target for marketing messages, or as a business development roadmap to identify and quantify opportunities for expanding key service lines.

IQVIA DATA ASSETS LEVERAGED



IQVIA'S MEDICAL CLAIMS

- 1B transactions/year
- 800,000 unique providers per month



PRESCRIPTION ACTIVITY

- 4B transactions/year
- 85% of scripts written and filled



ONEKEY PROVIDER REFERENCE

- >8.3M professionals
- 500,000 organizations
- 3.3M affiliations

Timely, accurate deliverables offer the key insights you need to grow

Physician behavior targeting patient demographics:

- Number of unique patients in patient cohort
- Age/gender breakdown of cohort
- Payer mix of cohort

Physician behavior targeting physician demographics:

- Physician name
- Physician NPI
- Physician primary address
- Physician specialty

Using pharmacy zip code as a proxy for patient origin it is also possible to provide patient origin detail by zip code if there are a large number of cohorts.

Client stories

A health system looking to expand its “living donor” program leveraged the solution to identify and size market opportunity by seeking out geographies with high concentrations of patients taking certain hepatitis C medications. The health system then identified the physicians treating a majority of these patients to target its marketing efforts

A health system looking to size the market for a new, less invasive oncology treatment, currently being offered by a competitive organization, leveraged the solution to identify where patients were coming from to receive this treatment and quantify the market potential

A hospital with a newly employed neurologist specializing in epilepsy leveraged this solution to identify physicians with epilepsy patients to market the neurologist’s skills

A specialist health system treating blood disorders wanted to size the potential market for services in the state and also pinpoint the primary care providers taking care of patients with diagnoses for haemophilia, sickle cell anemia and von Willebrand’s disease.

A health system wanted to find out the distribution of cancer patients in their market, discover which zip codes had the most cancer patients, in order to help decide where to offer a new cancer treatment center.

Physician Insights 360° is a single, comprehensive S-a-a-S offering, providing intelligence visualizations through Tableau dashboards together with an optional fully integrated Physician Relationship Management module to streamline physician outreach. Physician Insights 360° includes quarterly refreshes of the following analytics:

- **Physician practice profiling**
- **Precision referral intelligence**
- **Precision population targeting – prescribing behavior targeting**
- **Provider procedures analysis**

Physician Insights 360° Analytics are also available as a data only deliverable for clients who wish to leverage their own visualization and PRM infrastructure.

IQVIA also offers custom analytics services and data integration services to enable client success in leveraging data only deliverables.