

BRINGING PRECISION TO TARGETED SALES AND MARKETING

Reaching the right facilities and the right physicians at the right time

Getting access to the right physicians at the right facilities is the most efficient and cost-effective way to get your devices and diagnostics into the right hands. Having up-to-date claims-driven intelligence at your fingertips means you can target with confidence and precision.

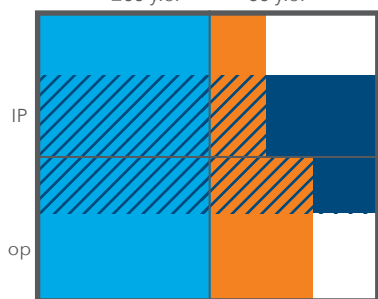
Hospital Procedures & Diagnosis (HPD) is IQVIA's customized suite of profiling and targeting solutions.

HPD brings together the broadest collection of claims data in the industry, kept up-to-date in near real-time. Using HPD means that you can access information on the physicians most likely to adopt your products – how many procedures they perform, where they perform by site and setting, what types of patients they're treating, where their patients come from and go after intervention, and whether they are new to the field or long-established.






IQVIA Enhanced HPD Approach

≥65 y.o. <65 y.o.



More data = less projection

Industry-leading claims data coverage with sources representing around 85% of hospital claims nationwide

-  Complete inpatient and outpatient discharge data from Medicare
-  Real-time claims from the industry's broadest collection of switches and claims intermediaries
-  Complete inpatient discharge data from all publishing States

The breadth and depth of claims data sources and expansive coverage across settings minimizes the risk of sample loss, improves the ability to track patients over time and across settings, and increases the reliability of the projections to allow for the application of use across the full commercial operations continuum.

COMMERCIAL APPLICATIONS

- | | | | |
|---|---|---|--|
| <input checked="" type="checkbox"/> HCP & facility targeting | <input checked="" type="checkbox"/> Field planning | <input checked="" type="checkbox"/> Medical communications | <input checked="" type="checkbox"/> Strategic planning |
| <input checked="" type="checkbox"/> KOL identification | <input checked="" type="checkbox"/> Territory alignment | <input checked="" type="checkbox"/> Reimbursement support | <input checked="" type="checkbox"/> Market access |
| <input checked="" type="checkbox"/> Up & downstream referral analysis | <input checked="" type="checkbox"/> Patient & provider engagement | <input checked="" type="checkbox"/> Market sizing & forecasting | <input checked="" type="checkbox"/> Corporate & business development |

Claims coverage diagram not drawn to coverage scale - for illustrative purposes only



STANDARD DATA ELEMENTS INCLUDE:



PHYSICIAN

- NPI Number
- First & Last Name
- Specialty
- Address
- Telephone
- Facility Volumes
- National Volumes
- National Decile Rank
- State Decile Rank



HOSPITAL

- IMS Organizational ID
- Medicare ID
- Business Type
- Facility Name
- Facility Address
- Facility Telephone
- Ownership Type
- Bed Count
- National Volumes
- National Decile Rank
- State Decile Rank

IQVIA performance management solution leverages an integrated data mart that is specifically designed to meet the reporting and analytics needs of stakeholders across the organization, all drawing from a single source of truth. The fully customizable outputs from IQVIA suite of Hospital Procedure & Diagnosis profiling and targeting solutions provide you with precise and reliable data to create cost-effective and efficient sales and marketing approaches, backed by the confidence of industry-leading claims coverage.

- Assess trends in diagnoses and procedures
- Determine market size and opportunity
- Benchmark performance at national level
- Explore new markets

- Identify target practitioners
- Optimize sales territory planning
- Determine physician-level market share
- Identify new performing practitioners as they adopt

- Identify target hospitals & ASCs
- Optimize sales territory planning
- Determine market share within facility
- Track adoption of new procedures over time
- Quantify facility/IDN/GPO procedure mix and volumes to inform contract negotiations

- Identify local and regional KOLs
- Identify upstream/downstream practitioners for enhanced sales and marketing targeting
- Determine the breadth and depth of peer influence for target practitioners
- Quantify the drivers of market growth

>1.5B
medical claims
per year

Claims from
>1.3M
unique HCPs

Claims linked to
>900
unique payers

Full regional representation
with no geographic bias

Coverage of
>192M unique patients

>85%
coverage of all hospital claims