

IMS Health & Quintiles are now



THE HUMAN DATA SCIENCE COMPANY™



Healthcare is the world's most exciting and rewarding industry. Its leaders continuously invest and commit to advancing human health – and we're inspired by them. It's why IMS Health and Quintiles have come together and are now IQVIA™, The Human Data Science Company™.

We share the industry's vision to drive healthcare forward. Together, we can help its leaders accelerate their achievements. Although we don't develop the medical breakthroughs, we bring breakthroughs in insights, technology and human intelligence to reimagine and deliver ways to help.

*"We've worked hard to bring people together and to integrate our capabilities, technologies and expertise to rethink the way things work. To outpace the inevitable progress of change in healthcare. And, to accelerate our ability to help you meet the future head on."*

Ari Bousbib, Chairman and CEO, IQVIA



# HUMAN SCIENCE MEETS DATA SCIENCE

The excitement around applying data science, using expanded data, advanced analytics and technologies, to solve healthcare's biggest challenges is only growing. At the same time, the understanding of human science is increasing exponentially. Combining them is providing a wide-angle lens on what is really happening and how we can reimagine what is possible.

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IQVIA mobilizes unparalleled data, technology, expertise, and analytics through solutions, connecting stakeholders to improve health.

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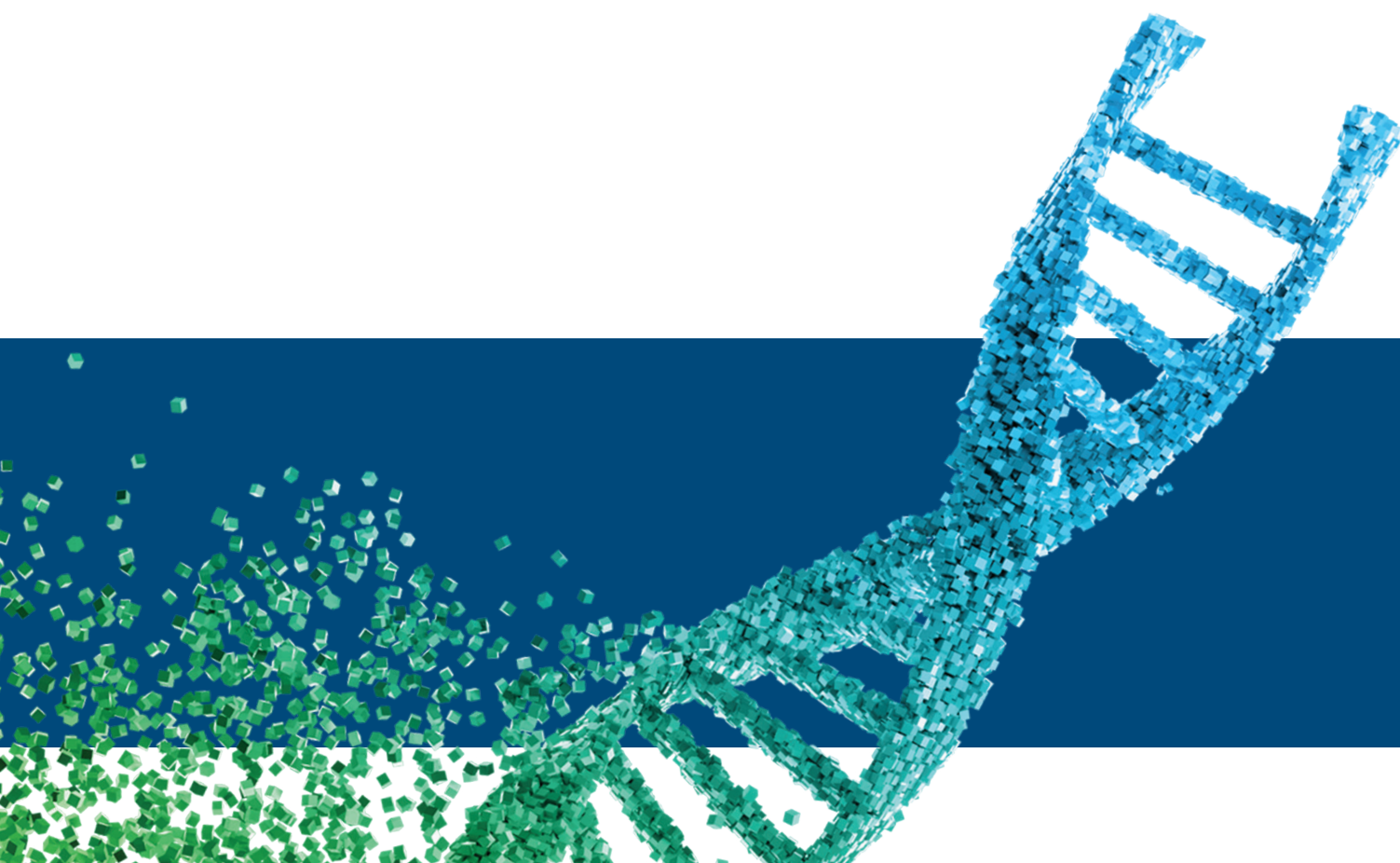


Worldwide clinical and real-world experience informed by deep scientific expertise across every major therapy area

**Solutions to  
help clients  
drive healthcare  
forward**



Leading healthcare "big data" and technologies fueled by commercial expertise to find unparalleled insights



## THE IQVIA CORE™ POWERS HUMAN DATA SCIENCE



### Domain Expertise



Institutional knowledge and domain expertise across diseases, geographies and scientific methods



### Unparalleled Data

One of the world's largest curated healthcare data sources with innovative privacy protections

### Transformative Technology



Leading technologies to provide real-time access to operations-critical information



### Advanced Analytics

Faster, more precise decision-making generated by advanced analytics designed for healthcare



## THE IQVIA CORE ENABLES

- **Next generation of clinical development**
- **Agile commercialization models**
- **Distinctive real-world insights**
- **Life sciences - specific technology**



# SOLUTIONS FOR YOU TO DRIVE HEALTHCARE FORWARD™

Our global business units are flexible as they work with you, providing exactly what you need, at every stage of the process.



## Research and Development

We provide the expertise and innovative approaches you need to get your product through the complexities of clinical development and to market faster with a stronger value story. Our solutions are flexible with each project, integrating meaningful real-world insights into trial design to make even the most complex trials more predictable.

### Solutions

#### Study Design

- Clinical Trial Design
- Clinical Development Strategies
- R&D Management Consulting

#### Trial Execution

- Full-Service R&D Capabilities
- Functional Service Provider Capabilities
- Early Clinical Development
- Phase IIb/III Study Delivery
- Safety, Regulatory and Quality Services

#### Site Effectiveness

- Patient Recruitment
- Site Relationships and Networks
- Patient Retention
- Investigator Information



## Real-World Value and Outcomes

Your work promises the potential to improve human outcomes. At IQVIA, we're rethinking how to provide you with the complete understanding, tools, evidence and communications to help you realize that potential. That's why we're improving evidence generation, making it scalable, providing richer insights and enabling new ways to engage payers and providers to ensure patients benefit from your treatment.

### Solutions

#### Evidence Generation

- Safety and Regulatory Studies
- Health Economics and Value
- Epidemiology and Outcome Studies

#### Evidence Infrastructure

- Enterprise and Therapeutic Area Platforms
- Enterprise Technology and Analytics
- Real-World Data

#### Commercial Precision

- On-Demand Brand and Market Analytics
- Launch Performance by Patient Segment
- Target Patient Treatment Patterns

#### Stakeholder Collaboration

- Evidence Networks
- New Reimbursement Models
- Provider Registries
- Privacy Preservation and Data Linkage



## Commercialization

The world of life science commercialization is intensifying as you strive to demonstrate the unique value and outcomes your advances bring to human health. The rapid and deep insights of Human Data Science enable IQVIA to help you meet this challenge across the entire lifecycle, from launch through LOE.

### Solutions

#### Understanding the Market

- Geographies
- Patients, Products and Distribution
- Healthcare Providers and Influencers
- Market Analysis

#### Brand Building

- Brand Strategy and Management
- Brand and Promotional Analysis

#### Product Launch

- Launch Strategy and Management
- Key Performance Indicator Planning and Development

#### Commercial Effectiveness

- Market Assessment, Share Optimization and Forecasting
- Sales Force and Marketing Performance
- Orchestrated Customer Engagement
- Compliance Process and Design Implementation

#### Value Optimization

- Portfolio Optimization
- Forecasting
- Pricing and Market Access

#### Outsourcing

- Commercial Outsourcing
- Patient Engagement
- Compliance Managed Services
- Safety and Regulatory Managed Services for Marketed Products



## Technologies

Your technology investments can help you bring treatments to patients faster, ensure regulatory compliance, and increase your commercial performance. That's why we're focused on innovative life sciences-specific technologies that help support your growth, keep up with the fast pace of innovation and deliver the results you care about.

### Solutions

#### Customer Engagement

- Orchestrated Customer Engagement
- Multi-Channel Marketing
- Social Sentiment Listening
- Life Sciences Customer Relationship Management (CRM)

#### Enterprise Information Management

- Master Data Management
- Commercial Data Warehouse

#### Support Compliance Platform

- Global Compliance Platform
- Quality Management Solution
- Regulatory Information Platform
- Privacy Analytics
- Pharmacovigilance Automation and Digital Governance

#### Optimize Your Sales Force

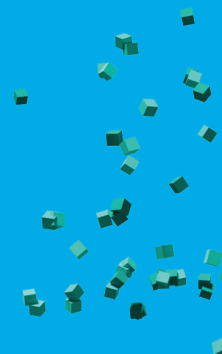
- Incentive Technology
- Territory Management
- Remote and eDetailing

#### Clinical Operations

- Clinical Trial Design and Planning Suite
- Wearables and Connected Devices
- Site Start-Up and Engagement Tools
- Patient Consent System
- Site Payments and Financial Lifecycle
- Trial Monitoring System
- Safety and Regulatory Compliance Tools
- Clinical Trial Content Management

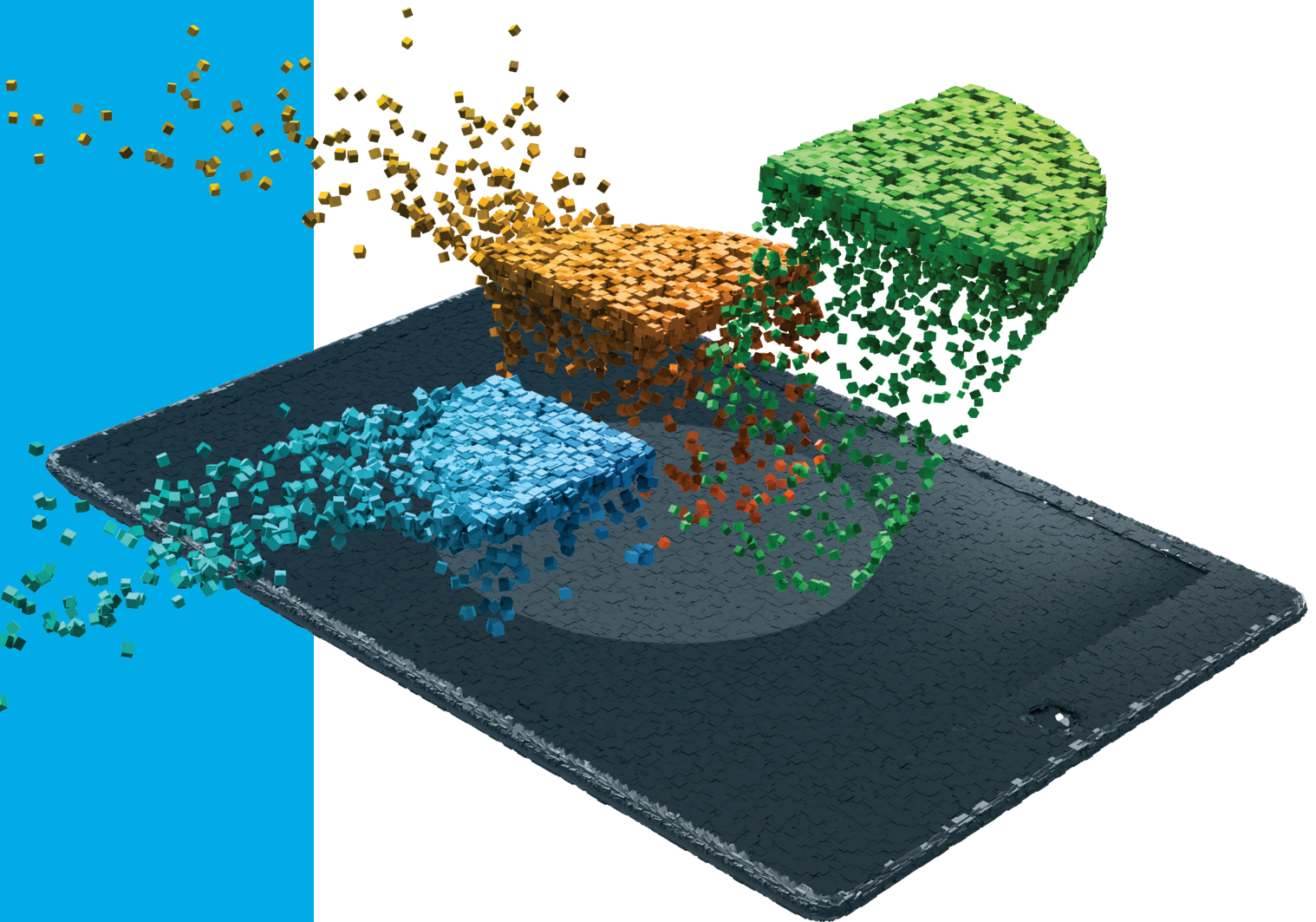
#### Advanced Analytics

- Predictive and Prescriptive Analytics
- Performance Management Insights and Accelerators



## THE BENEFITS OF OUR SOLUTIONS INCLUDE

- ✓ Faster Clinical Trials
- ✓ Accelerated Speed to Market
- ✓ Deeper Insights into the Patient Journey
- ✓ Stronger Safety and Value Evidence
- ✓ Enhanced Commercial Performance



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