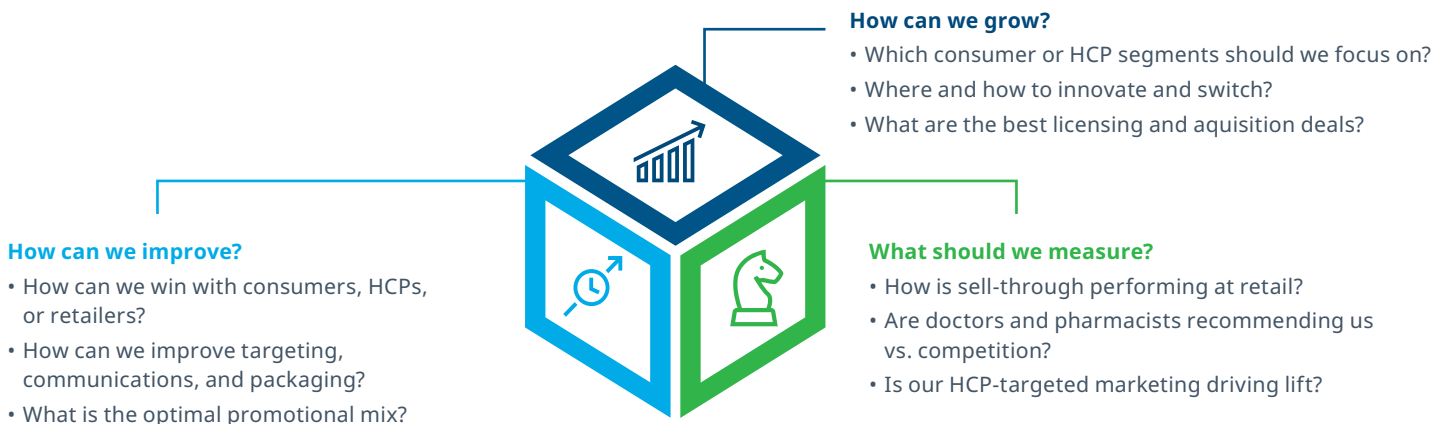


# IQVIA Consumer Health Consulting Services

*Unlock your growth potential*

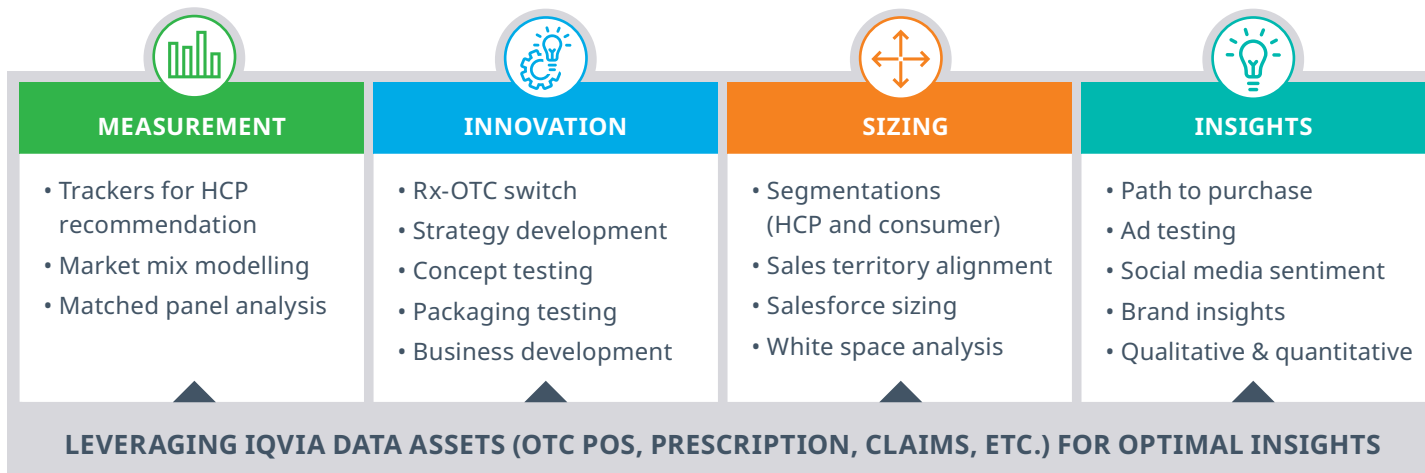
The consumer health landscape is transforming. IQVIA's singular focus on healthcare, rich global data assets to inform decisions, and years of experience in the consumer space can help you find your path for continued success.



## Our solutions

IQVIA consumer health experts work seamlessly with your teams to identify the best opportunities to grow.

Our solutions cover the breadth of your product's lifecycle, from strategy formulation to pre-launch planning to execution and post-launch tracking. Allocate your resources effectively. Improve your performance. And deliver stronger, sustainable results.



# Business case scenarios

Identify opportunities, determine your advantage, and set your strategy to win with evidence-based analyses, recommendations and expertise.

## MAXIMIZE GROWTH THROUGH SWITCH



### Situation:

How could a leading global pharma and consumer healthcare client maximize Rx to OTC switch potential?

### Approach:

Opportunity screening, feasibility and value analysis, prioritization and planning workshop.

### Impact:

Chart high potential course for Rx to OTC

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Create winning switch strategy

## IMPROVE ROI THROUGH TARGETING



### Situation:

How can an OTC manufacturer reach doctors most likely to recommend their categories to patients?

### Approach:

Use proxy prescribing behaviour to create a segmentation schema to target most valuable HCPs.

### Impact:

Improve targeting based on doctor behavioural insights

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More effective resource utilization

## DRIVE STRATEGY TO MAXIMIZE EFFECTIVENESS



### Situation:

How can an OTC manufacturer understand the impact of sales force detailing?

### Approach:

Survey HCPs employing test and control cells to monitor incremental impact of sales force detailing.

### Impact:

Sales force impact seen as positive with need for tweaks

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Strategy adjustments in subsequent year

## OPTIMIZE YOUR PERFORMANCE FOR SUSTAINABLE SUCCESS WITH IQVIA

Whether you are a consumer health company, pharmaceutical conglomerate, medical device manufacturer or offer health and beauty products, IQVIA provides solutions to grow your consumer health business. Let IQVIA's combination of domain expertise, unparalleled data and advanced analytics help you realize your potential.

### Domain Expertise



Consumer Health knowledge and expertise across categories, geographies and product lifecycles

### Transformative Technology



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



### Unparalleled Data

World's largest curated healthcare and consumer health data source



### Advanced Analytics

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



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