

# Data in a Day

*New data platform delivers efficiency gains, automated quality control and immediate access to real-time insights.*

If you are spending millions of dollars on healthcare data that will inform your future research and investment decisions, why would you wait weeks or months to gain insights from it?

When pharma companies acquire data, it is not uncommon for their IT department to spend three-to-six months adapting fields, importing the data and bridging system connectors before the data is universally available. These internal processes to access, standardize and integrate data can create significant delays to the upstream and downstream usage of data, and the insights business leaders require for decision making.

Those delays are now no longer necessary, thanks to IQVIA's new platform strategy. It uses data-as-a-service and consulting to transform legacy data warehouses into a next generation 'glass box' environment, which improves data management efficiency, and fast tracks their access to insights.

## Updates in hours

The next generation platform allows companies to rapidly acquire all of its IQVIA data assets, map them to their operational processes and gain real-time access to relevant insights.

This streamlined data flow environment makes the technology transparent to the process. Clients simply acquire a data service, and it instantly appears in their platform. And whenever the data asset is updated, they gain access to those updates within 24–48 hours.

These near real-time updates are not just convenient. They provide users with a significant competitive advantage.

The industry norm for access to the latest data updates is four to seven days, whereas clients using the IQVIA platform have that data in one to two days. That gives them a potential six-day advantage over their competitors. In that time, pharma companies can find patients on the verge of switching therapies, target every physician who has engaged with their brand (or a competitors), and/or respond to new trends in the market days before other brands.

It is one of the many advantages this platform brings to life sciences clients.





## Data governance delivers quality control

The next generation platform also eliminates the problems caused by individual users altering data and causing downstream quality issues.

Pharma companies spend millions of dollars on healthcare data services every year, but when they do not have appropriate governance controls, even pristine data can be easily corrupted. Individual users decide to add new columns, change naming conventions or introduce new fields to fit their team's needs, without alerting the data management team. Over time, these seemingly minor changes introduce anomalies that make the data less and less reliable.

It can result in outputs that have a significant downstream business impact. For example, if a sales team is compensated relative to market share, and someone on another team changes the market definitions used to define competitive products, it may unintentionally affect how performance is measured. That can result in sales teams receiving more or less compensation than they deserve due to inaccurate market analyses. With no ability to track the changes, such mistakes can run rampant.

It's one of the many unintended consequences that occur when data flow systems lack governance over how the data is used and altered. We've seen companies throw away assets that they spent millions of dollars to acquire because too many changes ultimately rendered the insights unreliable.

IQVIA's platform eliminates this risk by automating data governance steps. These built-in oversight features prevent users from making isolated changes that can create downstream problems, and ensure that when data is altered, all appropriate systems and users are updated.

This oversight gives users the confidence that the data quality is as rigorous as the day the asset was acquired.

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## Big pharma fast tracks data access

This platform is already having a substantial impact for early users.

IQVIA originally built the solution to support a large pharma company embarking on a new platform strategy. The company had a decade-old legacy data warehouse that wasn't meeting their needs, and wanted a new environment that would optimize their ability to acquire, consume, manage, integrate and access IQVIA data.

In August 2020, the company partnered with IQVIA's enterprise information management team to build a next generation platform that could rapidly process the roughly 100 terabytes of data the company acquires from IQVIA, across a swath of therapeutic classes and markets.

IQVIA's team built the platform to include a delivery framework that loads data into an IQVIA staging area, then uses a Snowflake Data Cloud to transfer it into the client's new data warehouse.

Once users have access to the data, an embedded governance structure ensures any changes they make are first formally approved, and that all related updates are automatically completed. This ensures the data remains clean and reliable no matter how many users access it.

In less than a year the first phase of the platform was operating, providing a streamlined flow of roughly 100 data assets that were accessible via a single portal. The client now gets instant access to their acquired data, and automatic updates appear in less than 48 hours.

The project was such a success, the company is now adding new datasets and expanding the platform from a US-only solution to the global organization.

This next generation platform is now widely available for all IQVIA clients. Whether companies acquire a single dataset, or dozens of data assets supporting a global enterprise, the platform can provide considerable time savings and consistent high-quality data.

In this competitive data driven world, the speed of insights, and reliability of these resources can quickly translate into significant business benefits.

To learn more, check out IQVIA's Data-as-a-Service (DaaS) next generation platform.

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