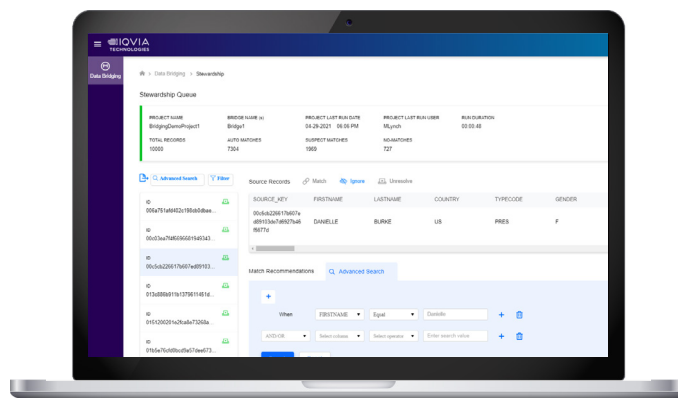**IQVIA TECHNOLOGIES**

Data Bridging

Connect data silos for fast analysis

When creating fit-for-purpose data, life science companies run into many challenges, from the nature of big data to limited IT resources. Organizational silos and fragmented technology limit cross-enterprise visibility and reporting. These limited insights make it hard to see trends and assess risks.

IQVIA Data Bridging is a flexible matching capability that compares disparate data sets against a large reference file or an existing data universe to provide visibility into commonalities, gaps, and quality for specific, and often one-time, analysis and reporting needs. It is best suited for life sciences companies who need fast answers without the significant investment of large-scale IT infrastructure.

How Data Bridging can help

- Access certain data components from a legacy file such as an affiliation table or KOL list

- Identify new sources of data to purchase from a reference data provider

- Bring data from acquired companies into their current environment

- Access data from a new vendor without storing it in their master data management (MDM) environment

- Manage affiliations especially across payer and product domains

Benefits

- Supports business continuity without a full-scale MDM deployment, particularly in cases of mergers or acquisitions, where data bridging enables two companies to act independently while reporting together

- Simplifies UI-driven fine-tuning and configuring of rules to fit business use case because IQVIA Data Bridging provides full visibility, control and flexibility of rules

- Accelerates data onboarding into an MDM in a clean, stable state, enabling you to be proactive in data profiling and data discovery

- Built on a common data platform that drives connected intelligence across the enterprise

Common use cases

With Data Bridging, you can explore one-off or low-quality data files to assess value or make point-in-time business reports.

Ad-hoc file processing
Comparing marketing lists or acquisition company data assets against a reference file

Data source profiling
Bulk tool capability to run new/prospective source through for analysis of gaps/effort to onboard to MDM
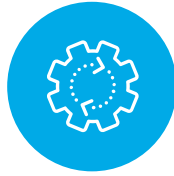
Low quality source management
Requires a source ID bridge to MDM ID for DWH/Reporting but not loaded into MDM

Custom match routines are more flexible in Data Bridging than in MDM, while deduplication helps you more easily prepare data files for MDM.

Source deduplication
Identify source quality issues where MDM matching within a source is denied

Custom match routines
Ability to consider matching across multiple rulesets based on need, data set, or type of entity

Address deduplication
Analysis on potential near duplicates when MDM matching is exact

Data Bridging helps mitigate noise in data while providing the flexibility to deliver multiple outcomes—bridge, merge and affiliation—for matching different entity types as well as attributes.

Rapid DCR closure
Seek an exact single matches to close out DCRs and assign matching MDM ID

Affiliation/relationships
Bridge Symphony Outlets to DDD or OK Facility, creating an affiliation to be loaded into MDM

Payer hierarchy management
Allow multi-pass matching at varying levels to generate merges and relationships

IQVIA Data Bridging empowers business and technical teams to harness diverse data sets and generate insights on-demand in an agile, self-service manner for faster decision making. Contact us to learn how data bridging can address your unique data management challenges.

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