

IQVIA Medical Information Services

Intelligent. Efficient. Technology-driven.

Challenges and Opportunities

With heightened demand and resource constraints, biopharmas, device makers and consumer health companies face a variety of challenges in providing Medical Information (MI) to HCPs – efficiently managing contact center volume while triaging adverse events (AEs) and product quality complaints (PQCs) and creating compliant response documents (SRDs).

- Accurate, consistent, compliant responses
- Around the clock, global coverage
- Fluctuating demand across product lifecycle
- Analytics deriving actionable global insights while meeting local needs
- Cost reduction



Introducing IQVIA’s new Medical Information Suite

Whether you are a larger multi-national enterprise or a smaller company, IQVIA’s integrated, intelligent end-to-end suite of AI-enabled MI services provides a solution that best fits your local and global requirements – ranging from supporting a small number of products in one or several markets to providing global coverage for up to several hundred products.

Faster response times	Heightened accuracy
Rapid scalability	Demand flexibility
Greater efficiencies	Increased Safety/QMS Integration

IQVIA’s suite of MI services



A technology-driven approach to meeting your needs

Combining IQVIA’s deep scientific and operational expertise with advanced technology and analytics, IQVIA’s MI services help boost accuracy and efficiency – compliantly – across the entire product lifecycle and around the world 24/7.

Incorporating digital technology, our model is highly flexible and easily scalable. The result: a heightened end-user experience and increased provider, patient and consumer loyalty.

Contact Centers – global footprint with local capabilities

A proven global network across 5 regional hubs with highly skilled agents accurately fulfills inquiries in 50 direct languages in over 170 countries with additional languages handled via translation. Complex requests are escalated to IQVIA’s subject matter experts or your own medical communications resources. IQVIA Medical Information easily identifies and triages AEs/PQCs for intake and seamless routing to safety and QMS systems.



AI-Powered Contact Centers – built specifically for life sciences

In an increasingly digital-first world, this system combines IQVIA’s deep medical/scientific expertise, contact center experience and AI/NLP with our partner conversationHEALTH’s medically-trained taxonomies and conversational AI technology. It allows us to integrate AI-powered agents with skilled human agents to quickly and flexibly handle inquiries, maximize global coverage, personalize engagements and improve customer service. Whether supporting one product or a portfolio, this model ensures compliance and heightens scalability, providing real-time, actionable insights. This integrated system also triages, intakes and dispositions AEs and PQCs to IQVIA safety and quality systems or those of 3rd parties. AI agents can provide product and indication information through voice, text, mobile or web chat. At any point, inquiries can be escalated to human agents.

HOW CONVERSATIONAL AI ENABLES CONTACT CENTER FUNCTIONS ACROSS THE PRODUCT LIFECYCLE

Medical Inquiry Volume and Conversational AI Deployment



- 1 High launch volume; human agents field most inquiries while AI learns from new content and HCP/patient interactions.
- 2 Inquiry volume eases; AI-powered agents parallel human agents, continuing to learn, escalating to human agents as needed.

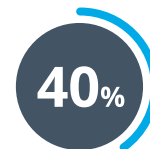
An increasingly self-service, 24/7 virtual world



chose self-serving over ‘asking human’ assisted support channel

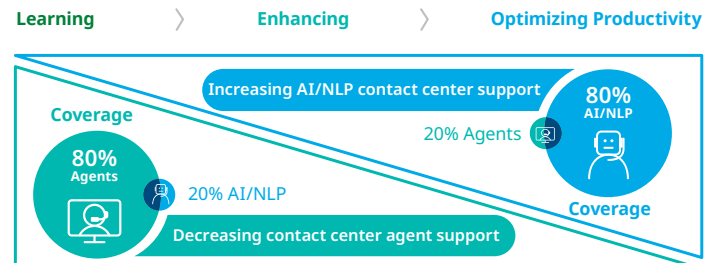


of HCPs want either all virtual or a mix of virtual and in-person meetings even post-COVID pandemic



of MI questions asked through AI agents are outside of operating hours of 9 to 5, Monday to Friday

AI/NLP-Enabled Integration across Lifecycle



- 3 Inquiries may spike when, for example, there are safety issues or labelling changes; AI agents handle most of extra volume.
- 4 Inquiry volumes decrease at product maturity; AI agents handle most inquiries, escalating to human agents as necessary.

Medical Information Content Creation and Maintenance

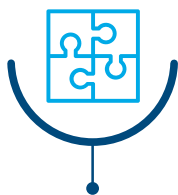
More complex, multi-sourced global data and increasingly stringent global regulatory requirements demand a seismic shift in how we identify and compile information. Put IQVIA NLP to work—around the clock—to rapidly and continuously scan and translate literature and other forms of structured

and unstructured information. IQVIA's global team of scientific communication experts then generates high quality content, applying health literacy and data visualization techniques to clearly and accurately convey the information for faster, more accurate responses.



IQVIA NLP insights Hub

Rapid, comprehensive processing of massive amounts of data from structured & unstructured sources



Insight & connections

Generates insights, deepens understanding, identifies novel connections



IQVIA scientific content experts

Create, maintain current response documents for ever-growing number of stakeholders



Accurate responses

Up-to-date, unbiased, compliant responses in languages, channels of end-user choice

IQVIA Integrated MI/PV Services

Whether you are outsourcing to access capabilities not currently available in-house or to enhance existing capabilities and create greater efficiencies, our combination of MI and safety/PV professionals can provide both medical information services along with full adverse event case processing and submission to regulatory authorities.



Get ahead with critical stakeholder medical information

IQVIA MI services and AI/NLP could be the key to moving your medical information programs forward into the future. Provide a superior experience for your end-users to foster a stronger

relationship with your company and brands. IQVIA Medical Information, your trusted partner employing global, state-of-the-art capabilities for over 20 years.



IQVIA NLP

enabling faster, more precise insights



the conversational AI platform for the life sciences industry



2,100+

medical doctors & PhDs



4,600

advanced analytics / data scientists / statisticians



4,500+

safety professionals serving clients in over 100 countries



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