≡IQVIA™
TECHNOLOGIES

IQVIA™ TECHNOLOGIES FOR CONSUMER HEALTH

Transform your decision making

THE BUSINESS NEED

The consumer health market today is global and highly dynamic. Tech-savvy and empowered consumers seek individualized experiences, while the competitive landscape is crowded with new players, high-growth emerging markets, and evolving distribution channels.

Manufacturers need to cultivate digital, omnichannel expertise to deliver compelling brand journeys. This requires capabilities to manage data complexity, make more agile decisions, and tailor consumer engagements. But traditional strategies and many legacy applications are ill-equipped to address these requirements.

TECHNOLOGIES TO TRANSFORM CONSUMER HEALTH

Consumer health companies recognize that they must adapt with digital-first strategies to ensure their long-term growth. IQVIA engineers technology solutions with the following attributes to help organizations succeed at the rapid pace of today's marketplace:

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INTEROPERABLE APPS AND DATA	Integrate and share information from multiple sources for a more complete understanding of the business
USER-CENTRIC DESIGN	Speed adoption and encourage exploration with a consistent, intuitive user experience and common interface
ACTIONABLE INSIGHTS	Present relevant information about opportunities and risks, and apply intelligent analytics to guide smarter and faster decisions
AGILE AND ADAPTABLE	Address the changing business and IT requirements in an organization today and tomorrow

INFORMATION MANAGEMENT

| REFERENCE DATA	OneKey improves HCP and HCO data integrity with 700 researchers updating 16.9 million records across 100 countries
MASTER DATA MANAGEMENT	Construct a solid foundation of life sciences data and create a single version of the truth for business-critical decisions
DATA WAREHOUSES	Unleash the power of information-driven decisions across multiple sources of adaptable and trusted data
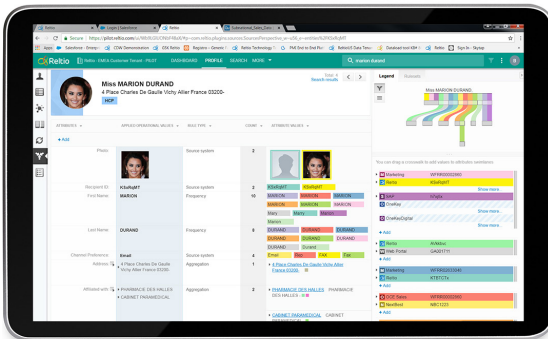
IQVIA MDM solutions establish a unified customer view by harmonizing contact data from multiple sources.

CUSTOMER INTERACTION

ORCHESTRATED CUSTOMER ENGAGEMENT	OCE is the next-generation platform that aligns sales and marketing functions to coordinate customer interactions
REMOTE DETAILING	Provide sales reps with the flexibility to meet virtually with HCPs and pharmacists
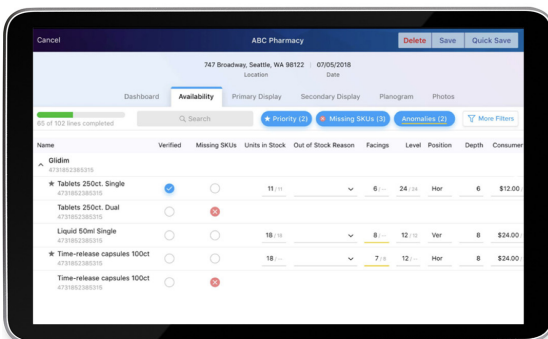
Consumer Health field reps use Store Check to compare product availability, stock, and display placement with recommended values.

PERFORMANCE MANAGEMENT

READY-TO-USE DASHBOARD	Assess market dynamics and make decisions about opportunities and risks with pre-configured analytics
SOLUTION ACCELERATORS	Interactive dashboards deliver insights with pre-defined and customer-selected KPIs from multiple data sources
BUSINESS INTELLIGENCE	Versatile BI tool delivers powerful real-time analytics and collaborative reporting

ADDITIONAL SOLUTIONS

CONTENT MANAGEMENT	ePromo offers a streamlined cloud solution to compliantly manage promotional assets across the content lifecycle
SOCIAL MONITORING	IQVIA Social Listening identifies trends from unfiltered consumer dialogue about brand and competitive perceptions
ADVERSE EVENT REPORTING	AETracker identifies, categorizes and responds to high volumes of potential adverse events with precision
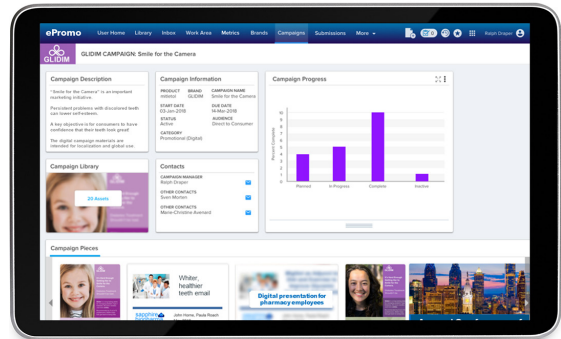
ePromo Brand Portals simplify and automate distribution of approved digital marketing materials for maximal re-use and adaptation.

IMS Health & Quintiles are now

IQVIA™