

# Introducing IQVIA Market Access Insights

The acquisition of Prioritis in 2022 created the opportunity to combine two powerful market access solutions: IQVIA's HTA Accelerator and Prioritis' PrismAccess. This combined solution will be available to you as IQVIA Market Access Insights!

## How can IQVIA Market Access Insights support you?

We understand that market access decisions need to be made during the entire product lifecycle. At the same time, the challenges for achieving effective, efficient, and predictable market access are ever-growing. These challenges include:

- Intensified trend toward restricted or conditional access
- Increased timelines
- More pressure on pricing
- New unknowns through EU joint clinical assessments

As a result, patients can't access life-changing treatments.

Having access to critical and reliable information is vital to support these product lifecycle decisions and navigate these challenges — this is where Market Access Insights can help! By providing comprehensive, relevant, and actionable content in one place, Market Access Insights allows you to make effective and informed decisions.

Our mission is to provide you with comprehensive and interconnected content which can be accessed flexibly via a variety of options to best suit your organization's needs.

### Available content in Market Access Insights:



**HTA reviews and reimbursement decisions**  
>50,000 HTA publications from >40 countries



**Clinical trial information**  
>6,000 clinical records from clinicaltrials.gov



**Regulatory information**  
>8,000 regulatory records from the US, EU, UK, Australia, Canada, and Japan



**Pricing, treatment costs and agreements**  
Pricing information on >6,000 products  
>900 agreements



**Country, agency, and policy details**  
>100 agency profiles with daily tracking for policy updates

### Summary of Market Access Insights access options:



**Online access** to an intuitive and easy-to-use platform



**Data services** to facilitate integration of data into in-house systems



**Client services** to support custom projects

## Key benefits of the user platform



### Simple search

Quick and easy exploration of the most commonly explored topics using quick search



### Powerful search

Gain precise insights using advanced search



### Easy to navigate results

View high level results or detailed reports



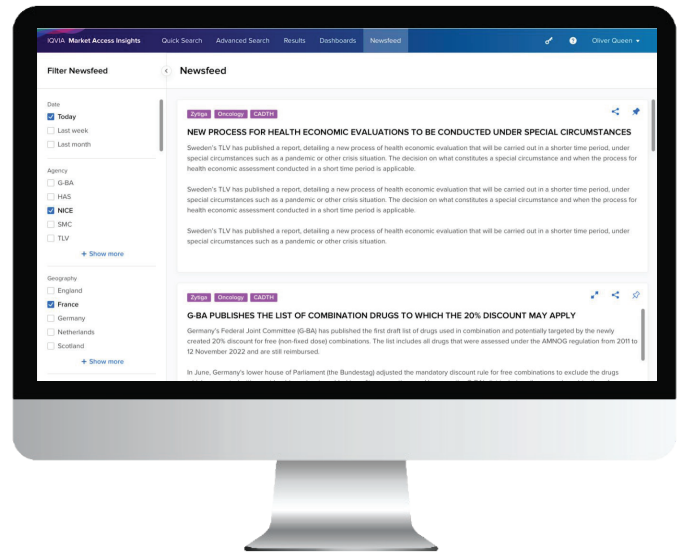
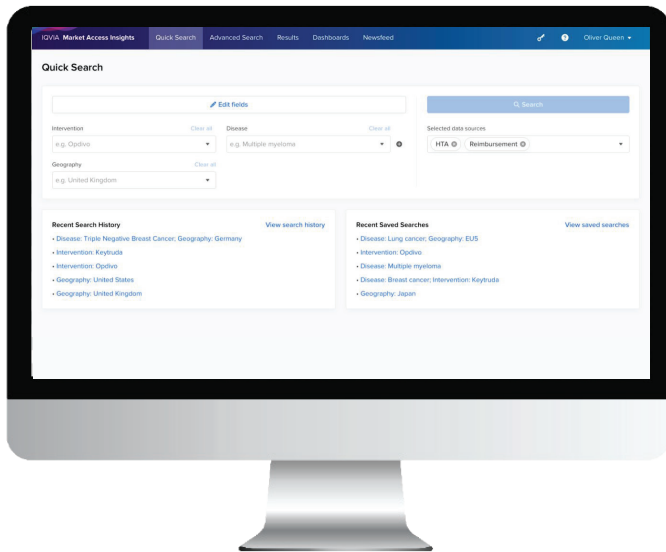
### Stay up-to-date

All the latest news via the newsfeed and email alerts



### Data analysis and visualizations

Quickly analyze and understand complex data using dashboards



## Want to know more?

Come talk to the IQVIA team and be one of the first to preview Market Access Insights with an exclusive demo! If you have any questions, please contact us at [MarketAccessInsights@IQVIA.com](mailto:MarketAccessInsights@IQVIA.com)