

Customer Data Enrichment and Data Governance Policy Implementation

IQVIA's Global Pricing & Contracting (GPC) team successfully completed a customer harmonization and data enrichment project, as well as a customer data governance process implementation at a Top 10 Pharma company. This case study documents the steps taken by the GPC team to successfully execute the harmonization of 20k+ customer records.

Situation

A top pharmaceutical manufacturer needed to extract customer information from its legacy vaccine business system and integrate it with the existing general medicine customer master. The goal was to harmonize all customers to Model N's Flex platform and implement a universal data governance process for both the vaccine business and general medicine business units.

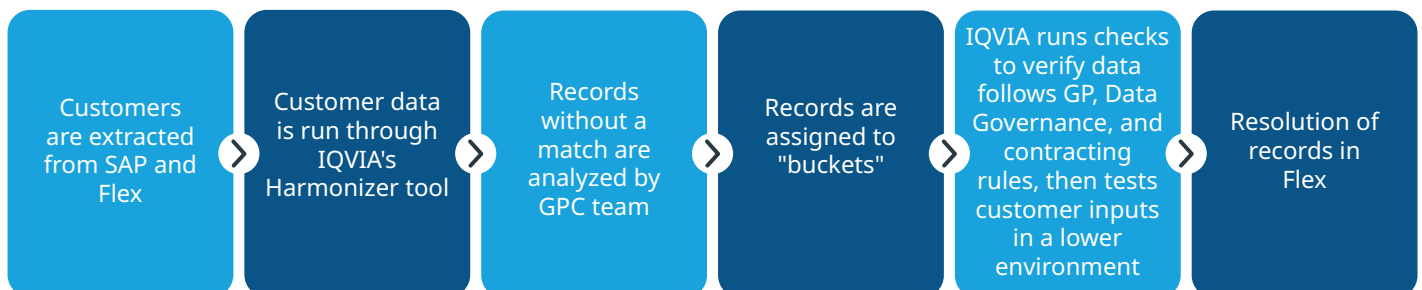
Initially, the full set of in-scope vaccine customers had to be matched with the general medicine customer. The IQVIA Data Governance and Stewardship team ran both customer data sets through IQVIA's Harmonizer tool which married the data sets with OneKey for standardization and performed the matching. IQVIA's Global Pricing & Contracting (GPC) team ran several checks to verify government pricing, contract eligibility, and data governance processes were being followed for the matches. Records that did not have a straightforward

match through the IQVIA Harmonizer tool moved to the next step of the process -- manual review. A high-level overview of the customer harmonization process is demonstrated below in Figure 1.

Challenge

One of the challenges with this data was that an active Industry Identifier was not required in the legacy system, but it was a requirement in the revenue management system Model N Flex. A large segment of the data set did not contain a valid DEA or HIN. Identifiers could be inactive, not an address match, or were not provided by the customer during customer creation. Initially, identifiers were researched using the DEA and HIBCC reference files loaded into Flex. Due to the time and resource restraints, this process was later streamlined using an in-house script to match addresses with potential identifiers. Results with a low confidence rating were reviewed by the IQVIA team to determine a match.

Figure 1: IQVIA customer harmonization process



If the identifier match did not exist in Flex, then the new customer creation process was followed. Every new customer required class of trade research to be completed as part of the data governance process. Due to the manual review, this step of the process could take up to six weeks for a small team to complete. To streamline the customer harmonization process, legacy customer segments were later utilized for new customers in Flex. Both business units agreed this was the best approach to resolve the customers within the engagement period.

Solution

With industry identifiers located, and classes of trade determined for the records, the GPC team completed checks for government pricing domain changes and contract eligibility conflicts. After passing the validation checks, the customer data inputs were tested in a lower environment to ensure accuracy before resolving the records in Flex. Results of the test were shared with the business team for review. With business approval, production runs were completed to resolve the customer records.

Throughout the harmonization process the team continued to analyze the data for changes to the customer record and perform data quality checks to confirm customer data integrity. Working with live data meant that the customer records were being updated by the business regularly, leading to records that required re-work of analysis to reassign to the proper step in the process.

The GPC team was able to identify differences in both business units' data governance policies and work through a resolution that would be sustainable for both groups. The team documented the business process changes and completed trainings to demonstrate the process to the business.

Results

Through the harmonization of 20,000 customers and the implementation of a data governance process for this large pharmaceutical company, IQVIA was able to refine a process for future customer harmonization and data enrichment projects. With the use of data governance policies and efficient master data management, pharmaceutical companies can identify which transactions can be omitted for government price calculation and adjudicate chargebacks accurately.

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Our team would be happy to assist your organization with your customer data needs. For information, please contact Heenal Patel, Senior Principal, Global Pricing, Contracting & Market Access, at heenal.patel@iqvia.com



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