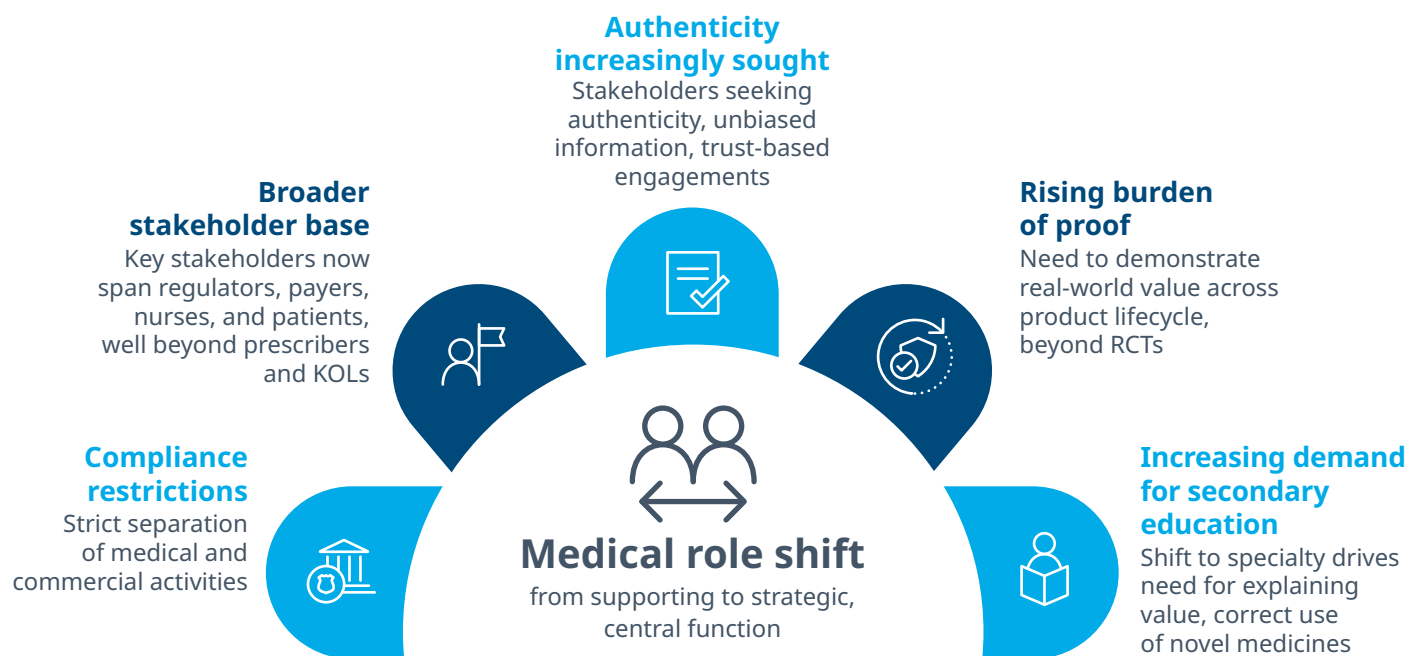**IQVIA**

IQ2020 MSL Field Insights Module

Reporting and analytics to support medical science liaison (MSL) operations

Today's reality

The medical role has become a centralized function that has shifted from support-focused, to one that is highly strategic. Securing field-based medical insights is arguably the most important role of Medical Affairs (MA). The insights are critical for determining regional differences and patient dynamics that drive the larger medical strategy and serve as the foundation for any key opinion leader (KOL) engagement plan.

Authenticity increasingly sought
Stakeholders seeking authenticity, unbiased information, trust-based engagements

Broader stakeholder base
Key stakeholders now span regulators, payers, nurses, and patients, well beyond prescribers and KOLs

Rising burden of proof
Need to demonstrate real-world value across product lifecycle, beyond RCTs

Compliance restrictions
Strict separation of medical and commercial activities

Medical role shift
from supporting to strategic, central function

Increasing demand for secondary education
Shift to specialty drives need for explaining value, correct use of novel medicines

Despite the increasingly strategic role that MA teams play and the fact that MSLs are key drivers of engagement and communications with healthcare providers (HCP), many teams are getting minimal insight from the rich observations that MSLs capture in the field.

Even fewer have automated the collection and analysis of MSL field observations or adopted natural language processing (NLP) to identify topics of discussion or measure sentiment. Unfortunately, CRM systems alone cannot handle this need.

Why IQVIA

With the IQ2020 MSL Field Insights Module, companies can improve business results with better analytics to:

- **Assess –** Stakeholders can immediately assess and respond to the MSL field force for rapid course adjustments.

- **Prioritize –** Critical insights generate immediate notifications/alerts to pre-determined stakeholders for promptly assessing and responding and modifying medical strategies accordingly.

- **Synthesize –** Insights can be linked with other enterprise or public domain information to create more robust HCP profiles or inform alternate channels of engagement.

IQVIA's solution provides both automation and NLP-driven insight generation, allowing organizations to better understand the voice of HCPs, gage the relevance and value of MSL engagement, and adapt to clinical realities quickly so that they become and stay relevant.

Our centralized, customizable, user-friendly, MSL-insights hub provides MA stakeholders immediate access to critical customer insights and trends including:

- Medically strategic interpretation that ensures accurate synthesizing of information towards global and regional understanding of data relevance

- Immediate, flexible, self-directed, and secure access that ensures reliable real-time information

- Pre-determined and medically aligned filters that facilitate easy identification of content and trends

- Immediate notifications to key stakeholders of most critical findings and patterns

The IQVIA difference

IQVIA's capabilities are multi-pronged, including both subject matter expertise and technology capabilities in the MA domain with the ability to leverage NLP and gain insight into free text notes.

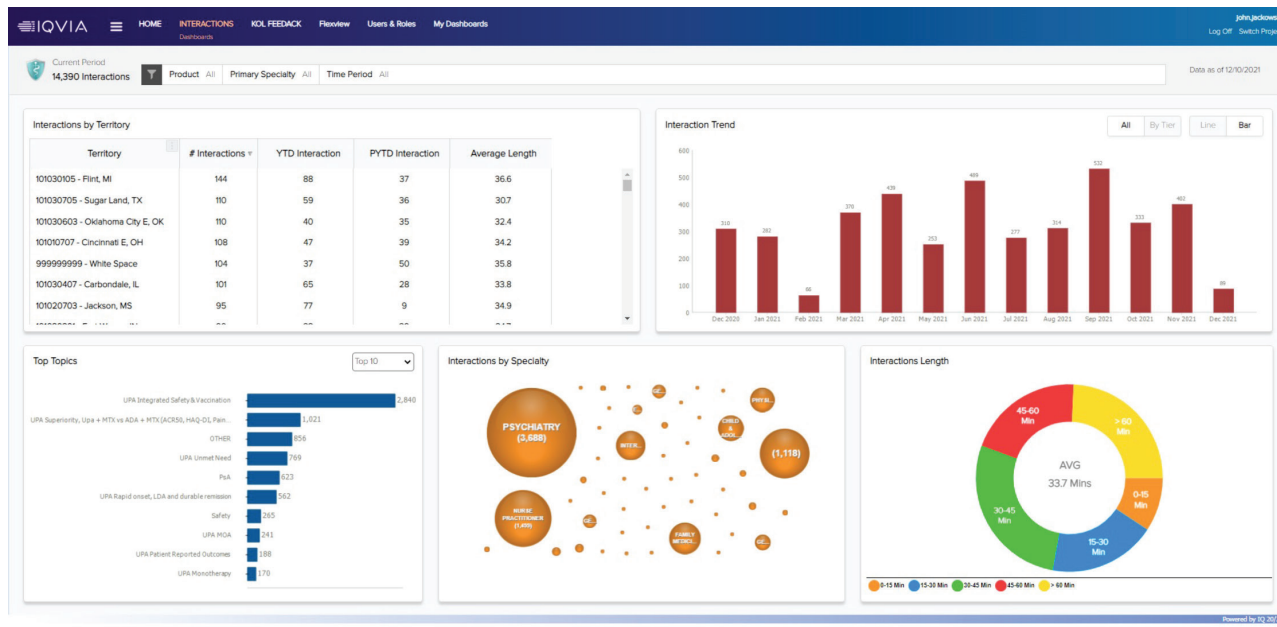A flexible, user-friendly technology solution to an urgent problem in MA includes:

- Out-of-the-box dashboards built to manage MSL engagement and surface key interaction insights including, SMART FlexViews that provide access to timely, quality data via query tools designed with the business user in mind.

- Intelligent categorization and ranking of themes and topics for rapid elevation and attention to the most urgent insights.

- Highly configurable business rules engine to support diverse therapeutic areas with specific medical terminologies, enabling medical teams to mature NLP models over time or onboard new therapies.

- Easy to use ad hoc reporting and collaboration tools, with seamless MS Office integration enable data-driven communication.

- Pre-built connectors between CRM systems and IQVIA's analytics solution, for easy setup, ongoing operations, and speed to insight.

- Advanced filtering, ranking, and criteria definition that can be performed without SQL.

- Visualizations from a rich charting library that are easily configurable and include pre-built templates for growth analysis, trending, and mapping.

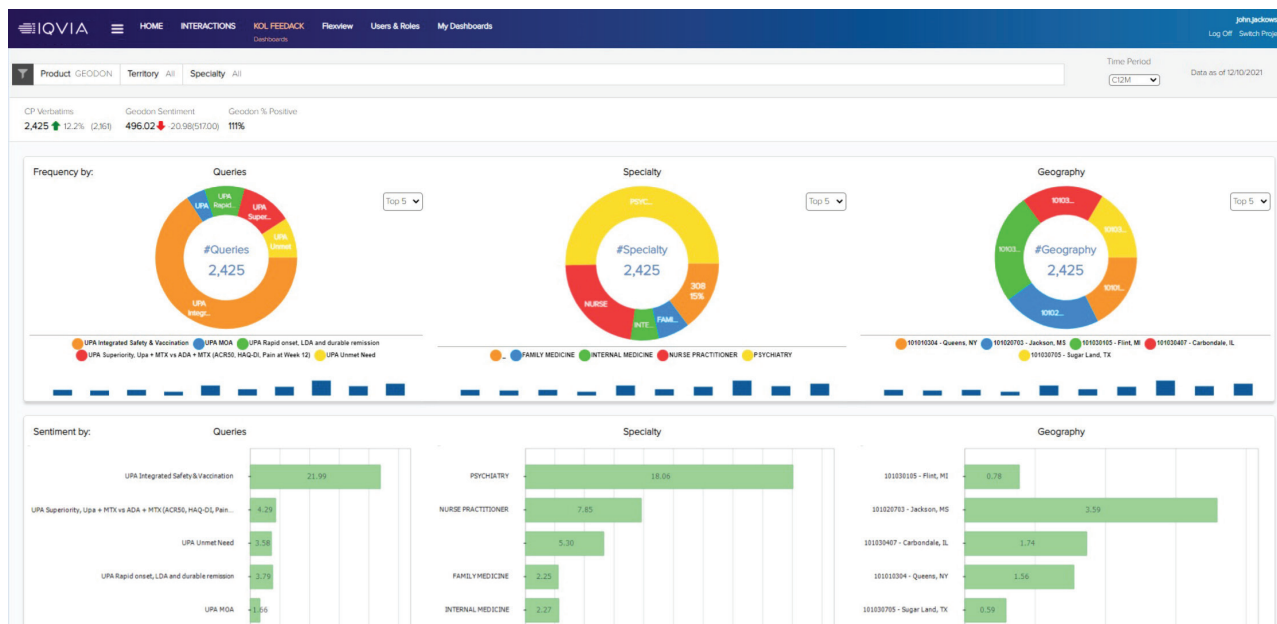Fully supported by in-house dedicated teams with strategic and tactical expertise:

- Therapeutic and strategic experts to critically analyze the evidence.

- Technical build and ongoing maintenance tailored to each T/A or medical team.

- Brand and design teams to personalize the platform to your needs.

- Local market analysis, training, and proven rollout strategies.

- Access to the broader IQVIA organization including medical directors, medical writers, editors, designers, digital developers, strategists, user experience experts, and project managers.

Dashboard examples

Track and monitor MSL field engagement across HCP/KOL segments, specialties, and regions:

View NLP generated insights into themes or topics of discussion and discussion sentiment:
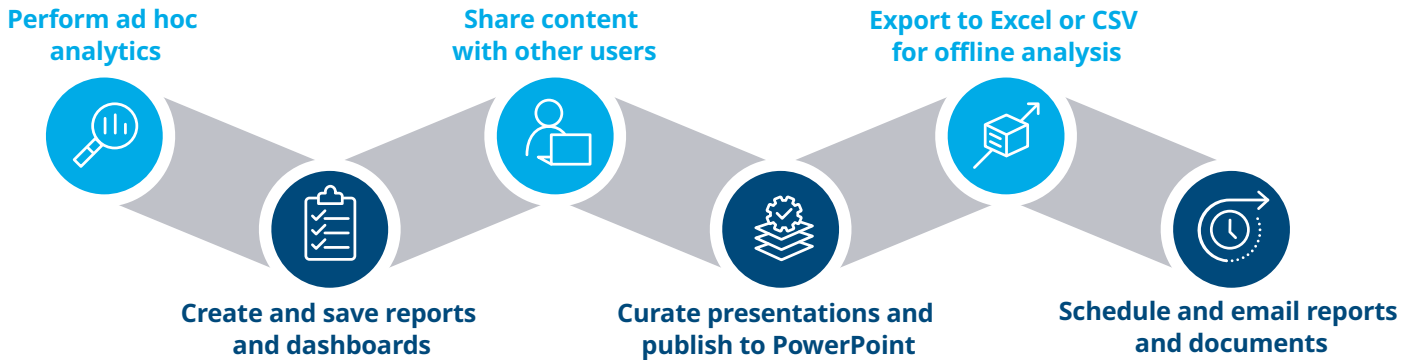

Application and use modules

Measure MSL HCP engagement topics of discussion and analyze IQ20/20 themes and sentiments from the free text interaction notes

Features

Powerful ad hoc analytics, visualization, and data preparation capabilities democratize data and provide a robust toolkit for business users to:

Perform ad hoc analytics

Create and save reports and dashboards

Share content with other users

Curate presentations and publish to PowerPoint

Export to Excel or CSV for offline analysis

Schedule and email reports and documents

Delivery method

IQ20/20 Web

Opportunities for integration with other IQVIA solutions

OCE – IQVIA's OCE / Salesforce connector can be leveraged to streamline data management into the MSL analytics insight platform and IQVIA can wrap consulting services around the solution.

Contact us today for a full demonstration

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Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**

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