

IQVIA Outlet Management

Improve data accuracy and solve the problem of hierarchical account management with one easy to integrate solution

Today's reality

WHEN IT COMES TO SPECIALTY DATA, UNDERSTANDING EVERY TRANSACTION IS CRITICAL.

With the increasing significance of specialty drugs, organizations are now required to trace sales back to small specialty pharmacies where available data is often low-quality. To better understand sales activity and assess ROI, organizations need clear visibility into how and where products are being distributed and sold at the retail level.

Unfortunately, many organizations still lack the ability to properly trace specialty sales data from contracted pharmacy outlets to standardized business accounts

and the work involved is often time-intensive and manual. This issue is exacerbated by the challenge of appropriately defining 'master' outlets which leads to a risk of 'over-merging' business accounts.

Solving this challenge requires a tailored approach beyond traditional Master Data Management (MDM) thinking, with a core understanding of account-based selling models and the capacity and expertise to identify and close gaps caused by a lack of proper data stewardship. In addition, companies need a common definition of 'outlet' across multiple stakeholders combined with automated outlet bridging, hierarchical alignment and an accurate reporting of virtual account management to ensure no transactions are dropped from their performance forecast.



The right solution – IQVIA Outlet Management

IT'S TIME FOR AN MDM SOLUTION THAT IS FOCUSED ON ACTUAL BUSINESS VALUE.

IQVIA's Outlet Management Solution significantly improves data accuracy and accelerates consumption into a commercial ecosystem by merging outlets into a common standard and linking to reference accounts to ensure accurate mastering, while aligning outlets that reference account relationships, providing a centrally managed outlet hierarchy to support account-based selling models and revenue goals. This hierarchy is derived from incoming outlets and existing client sources and then bridged to IQVIA data assets to provide accurate account and parent hierarchical affiliations and includes:

A centralized outlet management ecosystem:

- Leverage IQVIA's SaaS Integrated Data Platform (IDP) to support the ingestion, bridging, and hierarchical maintenance of incoming outlets, Rx, and reference data within one platform
- Faster solution through automation and simplified workflows
- Provide a simple, well-governed, and automated account-outlet hierarchy to support sales and reporting requirements

Inherent data stewardship services:

- Manage potential bridges and hierarchical maintenance by subject matter experts and trained stewardship resources
- Integrated Stewardship incorporates all manual research parameters from adjudicated fuzzy data to no match records
- Create clearly defined bridging and hierarchy maintenance processes to support your business

A simplified hierarchy file:

- Consumption ready file format based on client requirements to ensure low impact consumption and utilization
- Enable a simple UI for stewards to support ongoing data management efforts governed by defined SOPs

Solution complements existing MDM solutions and can grow with new use cases

The only technology solution of its kind built to solve multi-domain use cases

Can be delivered with minimal IT involvement, avoiding months of delays to get business problems solved quickly

Flexibility to deploy solutions without the need for change management implementation

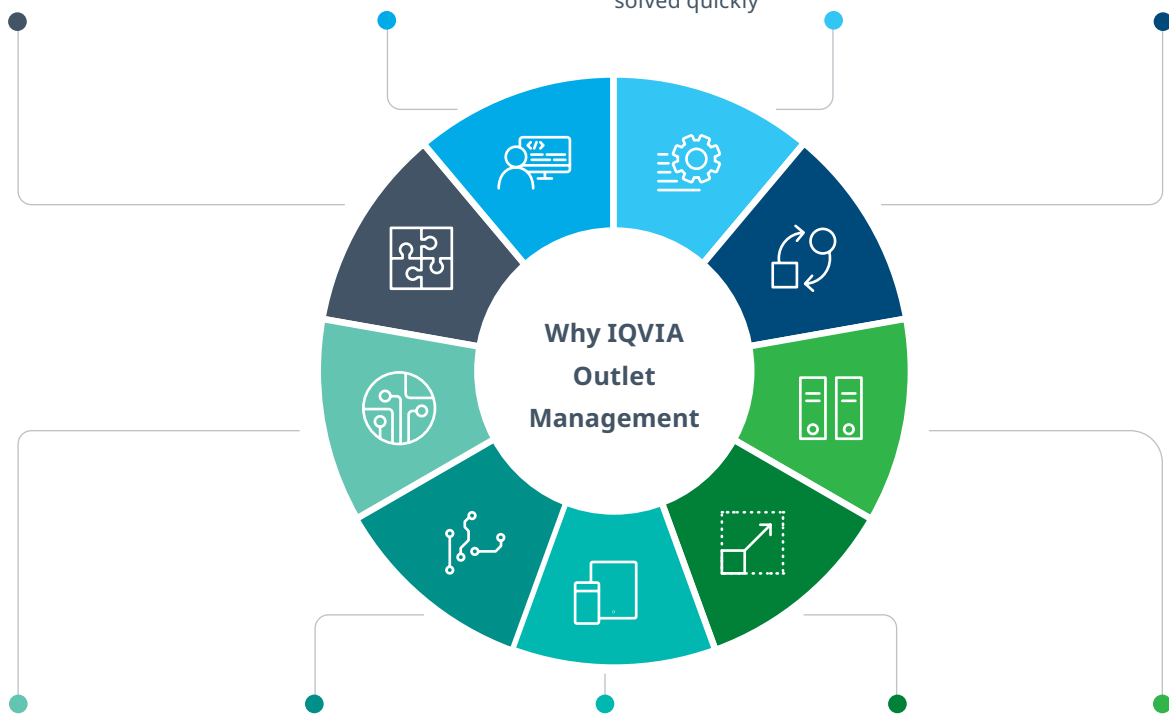
Supports full end-to-end outlet management with a single technology license

UI configured bridging rules, allowing for easy expansion and full support of multiple domains

UI driven potential match adjudication with advanced search to resolve no matches

Out-of-the-box pipeline orchestration with UI driven user ad-hoc edits and adjustments

Enterprise grade technology stack with extensive modules to support expansion across additional segments (MDM, CDW, BI)



The IQVIA difference

Only IQVIA can provide true end-to-end access to foundational data, aggregation capabilities, required technology solutions and data stewardship, all in one place, with the required support and services needed to take the critical function of outlet management to the next level with the right sized technology focused on business-driven outcomes:

- **Commercial Operations Leaders**
- **Sales Operations Leaders**
- **Key Account Managers**
- **Commercial IT Leaders**
- **Data Governance Leaders**

Related IQVIA offerings

- **IQVIA Data**
- **Data Stewardship**
- **IDP**
- **MDM**
- **IQ2020/Orchestrated Analytics**
- **Analytics Insights and Reporting (AIR) Third Party Tools**
- **Data and Analytics Consulting Services**
- **Data Warehousing**
- **Data Integration**

Delivery method

Tool is delivered as a SaaS solution that is accessible online via web browser or API.

Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and its connected intelligence framework to their master data management capabilities.

With easy access to real information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



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