IQVIA

IQVIA — Health Equity Insights Engine and Reporting Platform

Optimize access and adherence and plan for localized strategy with quick, accurate identification of care gaps by social determinants of health

Today's reality

Healthcare organizations and brand leaders need immediate answers to critical questions

Where are patients dropping off or left behind as they move through the treatment funnel?

How do care gaps differ by key patient segment (race, ethnicity, income, gender)?

Where are patients experiencing the greatest care gaps?

Where are patients experiencing high levels of claim rejection?

Which demographic is least likely to adhere to treatment protocols?

Which locations represent the most opportunity for intervention design and deployment given the level of risk?

When it comes to product strategy, patient access, and prescription adherence, the ability to identify health equity gaps across race, ethnicity, disability, gender, socioeconomic status, geography, income, etc. has become a foundational requirement for life science companies. To be successful, organizations must remove unnecessary impediments to healthcare treatments and make sure that the right products are available to all people when and where they are needed most.

The right solution — IQVIA's Health Equity Insights Engine and Reporting Platform

Teams need a simple solution that makes accessing, visualizing, and digesting critical patient insights easy and actionable.

The Health Equity Insights Engine and Reporting Platform is a data visualization tool that helps leaders quantify the patient funnel and identify care gaps that are contributing to patients not receiving appropriate care.

The platform allows users to deep dive into geographic regions by identifying populations with the most risk of experiencing a care gap. Through advanced modeling companies can understand what is driving that risk and enable their teams to not only prioritize locations for intervention deployment but select the geographies that have the highest probability for successful outcomes and target solutions that are applicable to the specific driver of each care gap.
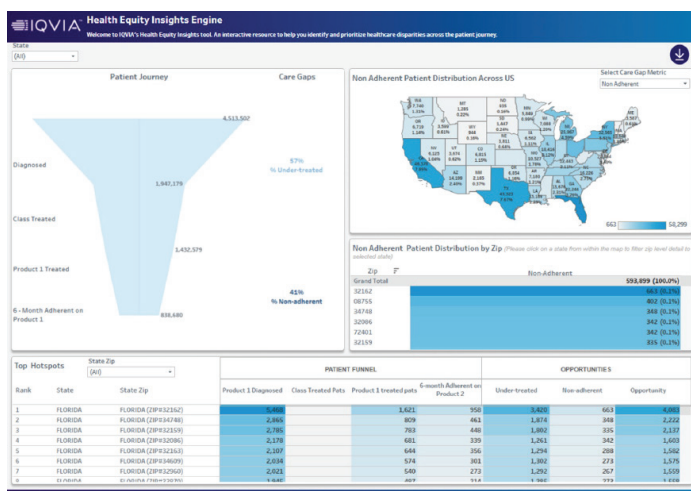
The IQVIA difference

With IQVIA's Health Equity Insights Engine and Reporting Platform organizations can easily visualize comprehensive integrated IQVIA claims data combined with existing and new consumer datasets to drive a better understanding of the healthcare journey and care gap differentiations experienced by key patient segments.
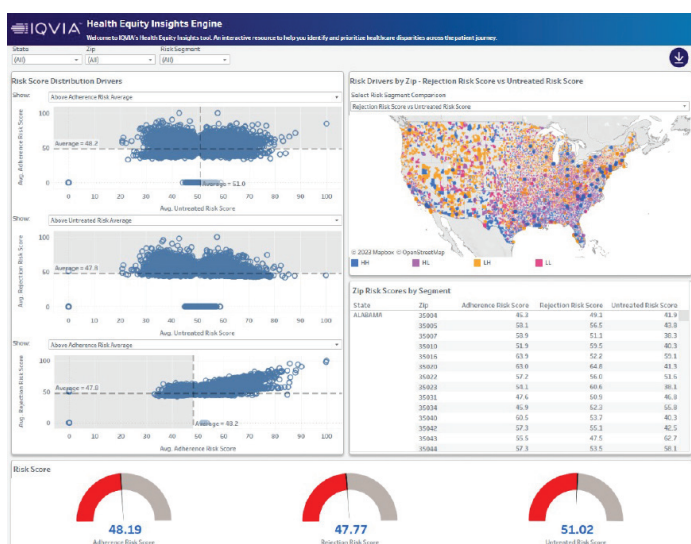
IQVIA takes the complexity out of integrated data assets by combining our proven analytics methodologies and our privacy optimized tokenization engine with vast industry experience, support, and visualization tools to help digest and integrate healthcare and consumer data in a more meaningful way that includes dedicated coding of the patient journey and specific patient level modeling to drive risk assessment of care gaps at any given geographic location.
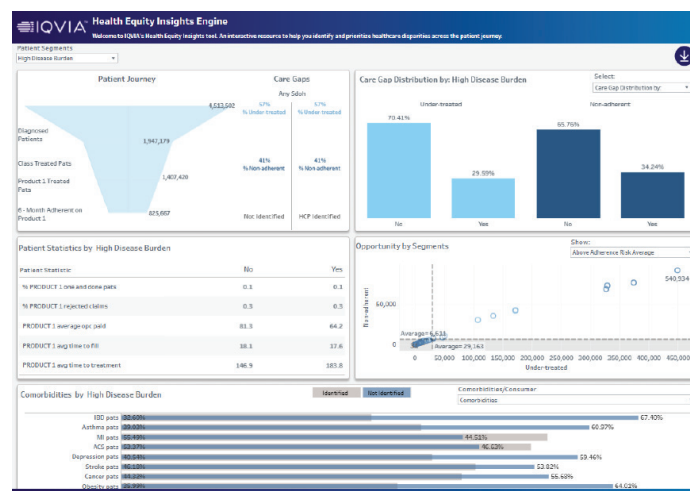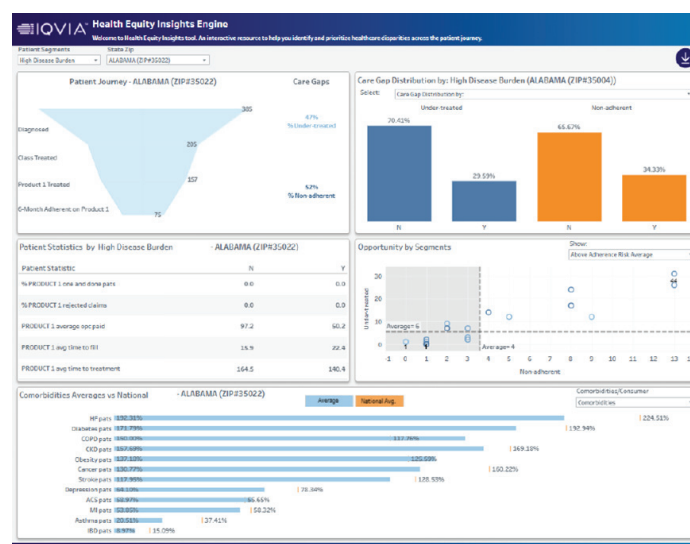
Example visualizations

Executive summary

National

Risk drivers by zip

Sub-national insights

Core users

- Commercial brand directors
- Brand planning teams
- Marketing teams
- Filed medical teams
- Analytics teams
- Data scientists
- Market research professionals
- Commercial operations teams
- Therapeutic area leads
- Forecasting leads

Related IQVIA offerings

- IQVIA Data — national and sub-national datasets including XPT, XPD, DDD, FIA, LAAD
- Orchestrate Customer Engagement (OCE) platform
- IQ2020/Orchestrated Analytics
- Analytics Insights and Reporting (AIR) third party tools
- Data and analytics consulting services
- Master Data Management (MDM)
- Data warehousing
- Data integration
- Data stewardship
- Integrated Data Platform (IDP)

Delivery method

This reporting solution is data and visualization tool agnostic and can be hosted and maintained by IQVIA or an individual organization.

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 analytics and reporting capabilities.

With easy access to real information organizations get the reliable reporting 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

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