

# Data Aggregation Strategy: The Foundation to Optimize Your Patient and Market Insights

*Harness the value of your data strategy roadmap*

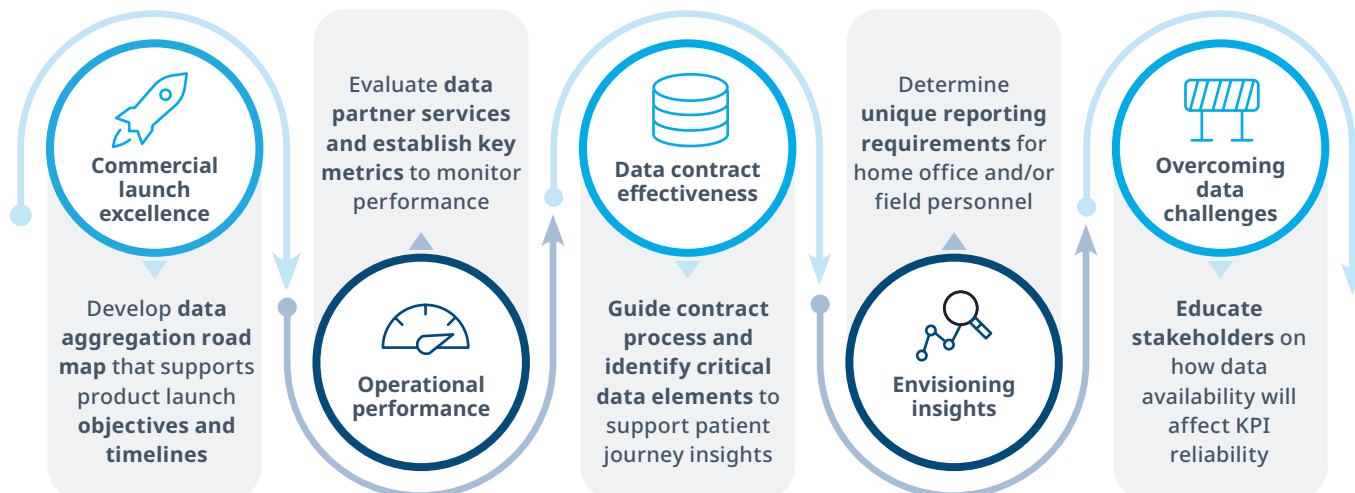
## Today's reality

The growing number of options for specialty partners and the types of data they can deliver calls for a greater understanding of the available data and how to best leverage it. Whether you are planning for a launch or are looking to transition from an existing data aggregation service provider, our Specialty Data Aggregation Strategy & Consulting team can help you harness the right data and services to optimize your patient and market insights to achieve goals such as:



- Understand the patient journey to help remove barriers to access and achieve improved outcomes.
- Improve targeting and prioritizing of healthcare providers.
- Drive better alignment of pricing, contracting and access strategy.
- Monitor specialty partner contract compliance.
- Streamline data aggregation, tokenization and integration services.
- Eliminate redundancies in current processes.

## Why is data strategy so important?



## Key differentiator

Industry experts that have supported

**30+** emerging biopharma customers launching their first specialty product.



Proven services and solutions supporting

**80+** specialty brands across **60+** customers.



Agile account management model with flexibility to deploy experienced resources to meet customers' changing needs.



## Related IQVIA offerings

Specialty data aggregation services



Patient tokenization services



Specialty data integration services



Intelligent interventions patient access dashboard and advanced patient analytics

