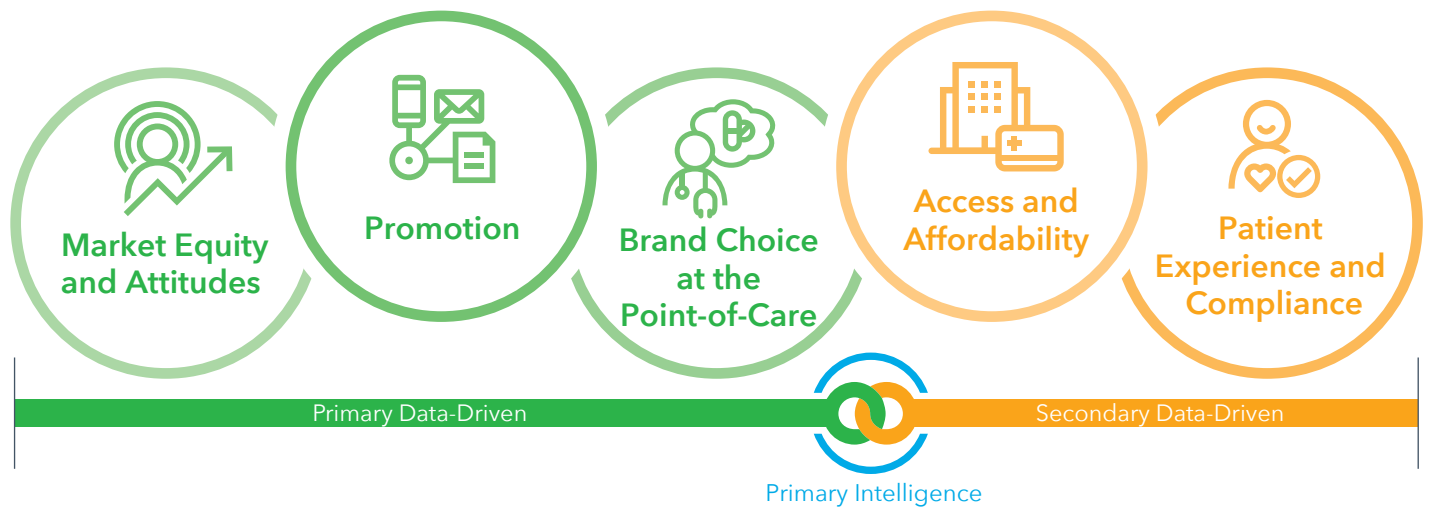


PRIMARY RESEARCH REDEFINED

Primary Intelligence redefines primary research to deliver the integrated insight required to succeed in today's complex healthcare markets.

THE IMPORTANCE OF INTEGRATED INSIGHT

Primary Intelligence's integrated research solutions capture all five of the interconnected cycles driving today's complex markets.



Cause and effect

Our solutions connect cause and effect delivering insight into how these cycles interrelate and interact to help you drive new starts and increase lifetime patient value for your brand.

Execution and effectiveness

Our solutions help you understand your level of execution and effectiveness within, and across, these cycles to improve brand performance.




Across the lifecycle

Our solutions help you assess the competitive actions and stakeholder inputs influencing each cycle to maximize brand performance at launch and across all stages of the lifecycle.

IQVIA and Primary Intelligence

Primary Intelligence leverages the data assets, domain expertise, advanced analytics and transformative technology of the IQVIA CORE to create integrated research solutions that help our clients make critical decisions in complex markets.

WE OFFER A BROAD RANGE OF SOLUTIONS TO HELP YOU PLAN, PROMOTE AND PERFORM

 PLAN	 PROMOTE	 PERFORM
<ul style="list-style-type: none"> • Market Sizing & Assessment • Product Profile Optimization • Demand Assessment & Planning • Patient Journey • KOL Identification & Mapping • Positioning & Communications Development • Strategic Segmentation 	<ul style="list-style-type: none"> • Creative Concept & Sales Aid Testing • Message Development & Testing • Message Execution & Quality • Detail Execution & Quality • Specialty Sales Model Design • Channel Assessment & Optimization • OTC Claims Validation 	<ul style="list-style-type: none"> • Brand Equity Mapping • Precision Brand Performance • Integrated ATU & Brand Tracking • Point-of-Care & Custom Chart Audits • Detail & Message Effectiveness • Triggered POP Insights • Non-Personal/Digital Effectiveness • OTC & Medical Device HCP Promotion Effectiveness

IQVIA AND PRIMARY INTELLIGENCE

