IQVIA's Healthcare Data & Analytics Product Portfolio

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IQVIA Products and Solutions

IQVIA, formed by the merger of IMS Health and Quintiles, is a leading global provider of healthcare data, analytics, technology, and clinical trial services. The company offers a broad portfolio of software platforms and technology solutions designed to support every stage of drug development and commercialization (www.businesswire.com). IQVIA's offerings range from data management and real-world evidence tools to customer-engagement and analytics platforms used by pharmaceutical and biotech firms worldwide.

Data and Information Management Products

IQVIA provides a suite of data-management platforms to integrate, standardize, and govern healthcare information across organizations. Key products include:

- **Data-as-a-Service (DaaS)** – A cloud-based solution that centralizes healthcare data from diverse sources into a single platform (www.iqvia.com) (www.iqvia.com). DaaS enables companies to source, host, standardize and access large volumes of patient, claims and commercial data in a unified format, accelerating insights and analytics.

- **Integrated Data Platform (IDP)** – A modern data warehouse and management system optimized for life sciences. IDP rapidly connects multiple data sources (sales, patient, claims, EMR, etc.) so that analytics-ready insights can be generated in weeks rather than months (www.iqvia.com) (www.iqvia.com).

- **Master Data Management (MDM)** – A centralized system for harmonizing enterprise master data (e.g. products, providers, facilities) to ensure a single source of truth. IQVIA MDM consolidates and updates key reference data across commercial and R&D domains for regulatory compliance and omnichannel engagements (www.iqvia.com).

- **Data Governance and Stewardship** – Governance tools and processes that enforce data quality, consistency and compliance. This solution provides a framework for maintaining trusted datasets and tracking data lineage across IQVIA's information systems (www.iqvia.com).

- **Data Bridging** – A high-configuration tool for linking disparate data sources. Data Bridging matches, merges and enriches datasets (e.g. patient registries, survey data) against reference files to uncover common IDs and fill data gaps (www.iqvia.com).

These platforms are built on IQVIA's **Human Data Science Cloud** and leverage the IQVIA Global Data Model (GDM) – a comprehensive healthcare data standard referenced in the DaaS architecture (www.iqvia.com). Combined, these products help organizations accelerate data integration, improve data quality, and enable faster analytics across the enterprise.

Commercial and Customer-Engagement Solutions

IQVIA offers a range of commercial software for sales, marketing and medical affairs teams. The cornerstone is the **Orchestrated Customer Engagement (OCE)** platform (www.iqvia.com). OCE is a cloud-based CRM/engagement system built on Salesforce that embeds real-time intelligence into workflows. It enables personalized, multichannel interactions with healthcare professionals (HCPs) and supports functions such as sales, marketing and medical outreach (www.iqvia.com). (OCE modules include *OCE Sales* and *OCE Marketing*, which were deployed globally by Roche (www.iqvia.com) (www.iqvia.com), as well as *OCE Digital*, *OCE Connect*, *OCE Personal*, *OCE Remote Engagement*, *OCE Optimizer*, and *OCE+* for enhanced features.)

Additional customer-engagement products include:

- **IQVIA ePromo** – a cloud-based ** Content Management** solution for life sciences. Launched in 2018, ePromo streamlines the creation, approval, dissemination and withdrawal of regulated promotional and medical materials (www.businesswire.com). It provides workflow management, role-based dashboards and compliance controls to speed time-to-market for ads and detail aids.
- **Organization Manager** – a tool for maintaining accurate HCP/HCO (healthcare professional and organization) hierarchies and affiliations. IQVIA's platform allows enterprises to manage commercial territory alignments and account planning across any country (www.iqvia.com).
- **Incentive 360** – a sales compensation and incentive management system. Incentive 360 automates calculation of bonuses and commissions, aligning field force rewards with business goals.
- **Promo Suite and Omnichannel Navigator** – solutions for multi-channel promotional planning. *Promo Suite* uses advanced analytics to optimize channel spending, while *Omnichannel Navigator* coordinates marketing touchpoints for personalized campaign execution (www.iqvia.com).
- **OCE Optimizer** – an add-on to OCE that permits detailed planning and real-time adjustment of HCP call plans and sales resources.

These commercial solutions are often integrated. For example, the Roche implementation in 2018 combined OCE (Sales and Marketing), MDM, ePromo, and Organization Manager into a unified suite to transform commercial operations (www.iqvia.com) (www.iqvia.com).

Analytics and Performance Management Tools

IQVIA offers a broad analytics platform portfolio for business intelligence, market analytics, and performance management. A flagship offering is **IQVIA Orchestrated Analytics (OA)** (www.iqvia.com). Orchestrated Analytics is a unified BI platform built on IQVIA's data and AI

infrastructure. It allows brand and operations teams to harness decision intelligence across the commercial lifecycle (www.iqvia.com).

Notable analytics products include:

- **IQVIA Personalization Hub** – A role-based BI and analytics platform. It delivers tailored dashboards and recommendations through an AI-driven interface, improving user adoption and insights delivery (www.iqvia.com).

- **IQVIA Next Best Action (NBA)** – A prescriptive analytics engine that surfaced "next best" HCP recommendations. NBA embeds machine-learning intelligence into workflows so that sales and marketing teams can target the right customers with optimal actions (www.iqvia.com). (IQVIA's Next Best Action solution was recognized with a 2023 Stevie award for its ability to optimize HCP engagement (www.iqvia.com).)

- **Analytics Workbench and Infinite Dimension Profiler** – Tools for advanced analysis and modeling. The *Analytics Workbench* is a self-service environment for custom analytics on IQVIA data, and the *Infinite Dimension Profiler* provides richly detailed patient and prescriber profiling.

- **KPI Library, FlexView and Collaboration Board** – Reporting and dashboard tools. The *KPI Library* offers a library of standard metrics accessible to mobile devices, *FlexView* allows ad hoc drill-down analysis, and *Collaboration Board* enables team sharing of insights and narratives.

- **Gross-to-Net and Supply Integrity** – Solutions for pricing and manufacturing. *Gross-to-Net* automates calculation of pricing waterfalls and deductions, while the *Supply Integrity Management System (SIS)* supports product supply planning and contract compliance (www.iqvia.com).

Together these analytics tools help life sciences organizations track performance in real time and derive actionable insights. For example, brands use these platforms to optimize marketing spend, forecast sales, and continuously adjust strategy based on data.

Real-World Data and Evidence Platforms

IQVIA maintains one of the world's largest real-world data assets and provides tools to access it. The **IQVIA E360 Real World Data Platform** is a self-service analytics environment for epidemiology, outcomes research, and clinical development (www.iqvia.com). E360 brings together over a billion de-identified patient records (claims, electronic medical records, patient registries, etc.) in a single portal. It enables researchers to rapidly query global RWD in weeks instead of months (www.iqvia.com) (www.iqvia.com). Concrete use cases include informing clinical trial design, safety monitoring, and health economics studies.

IQVIA also offers an extensive catalog of curated RWD assets and an evidence-generation framework. (For example, the **IQVIA Health Data Catalog** helps study teams identify

appropriate datasets for specific research questions.) These real-world evidence solutions leverage the same Integrated Data Platform and HDS Cloud infrastructure to ensure data are standardized and compliant.

Other Technology Offerings

Beyond the above categories, IQVIA has additional specialized software offerings:

- **Quality and Compliance Software** – Systems for GxP compliance, not covered here in detail. (IQVIA's legacy includes Trial Master File and pharmacovigilance apps, although many have been incorporated into broader offerings.)

- **Investigator and Site Solutions** – Tools for clinical trial site/sites management and patient engagement (e.g. eConsent, mobile health). These include IQVIA's clinical trial management (CTMS) solutions and patient recruitment platforms.

- **Data Licensing and Syndicated Research** – Commercial data products (sales data, disease prevalence, etc.), often known by legacy names like MarketScan or Orbis, which are delivered as subscription services. (These assets power the analytics and RWD platforms above.)

Summary: IQVIA's product portfolio spans data management, analytics, and domain-specific solutions. Key offerings include cloud analytics platforms (Orchestrated Analytics, Personalization Hub, Next Best Action), engagement systems (OCE CRM, ePromo, Incentive 360), data platforms (DaaS, Integrated Data Platform, E360 RWD), and master data governance tools (www.businesswire.com) (www.iqvia.com) (www.iqvia.com). These products are often integrated into comprehensive suites; for example, pharmaceutical companies deploy the OCE+AI-powered analytics stack together to optimize launch and field operations. In all cases, the unifying theme is "human data science" – leveraging IQVIA's vast healthcare datasets and AI to accelerate decisions and improve patient outcomes (www.businesswire.com) (www.iqvia.com).

Sources: IQVIA's official site and press releases list and describe many of these products (www.iqvia.com) (www.iqvia.com) (www.iqvia.com) (www.iqvia.com) (www.businesswire.com). The references above provide detailed descriptions of the offerings.

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Elite Client Portfolio: Trusted by NASDAQ-listed pharmaceutical companies including Scilex Holding Company (SCLX) and leading CROs across North America.

Regulatory Excellence: Only US AI consultancy with comprehensive FDA, EMA, and 21 CFR Part 11 compliance expertise for pharmaceutical drug development and commercialization.

Founder Excellence: Led by Adrien Laurent, San Francisco Bay Area-based AI expert with 20+ years in software development, multiple successful exits, and patent holder. Recognized as one of the top AI experts in the USA.

Custom AI Software Development: Build tailored pharmaceutical AI applications, custom CRMs, chatbots, and ERP systems with advanced analytics and regulatory compliance capabilities.

Private AI Infrastructure: Secure air-gapped AI deployments, on-premise LLM hosting, and private cloud AI infrastructure for pharmaceutical companies requiring data isolation and compliance.

Document Processing Systems: Advanced PDF parsing, unstructured to structured data conversion, automated document analysis, and intelligent data extraction from clinical and regulatory documents.

Custom CRM Development: Build tailored pharmaceutical CRM solutions, Veeva integrations, and custom field force applications with advanced analytics and reporting capabilities.

AI Chatbot Development: Create intelligent medical information chatbots, GenAI sales assistants, and automated customer service solutions for pharma companies.

Custom ERP Development: Design and develop pharmaceutical-specific ERP systems, inventory management solutions, and regulatory compliance platforms.

Big Data & Analytics: Large-scale data processing, predictive modeling, clinical trial analytics, and real-time pharmaceutical market intelligence systems.

Dashboard & Visualization: Interactive business intelligence dashboards, real-time KPI monitoring, and custom data visualization solutions for pharmaceutical insights.

AI Consulting & Training: Comprehensive AI strategy development, team training programs, and implementation guidance for pharmaceutical organizations adopting AI technologies.

Contact founder Adrien Laurent and team at https://intuitionlabs.ai/contact for a consultation.

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