IQVIA Oncology Analytics Platform

Cloud-based, self-service platform providing commercial oncology teams with actionable, longitudinal insights from superior, de-identified patient data.

https://example.com/1762583716456

Overview

The IQVIA Oncology Analytics Platform is an easy-to-use, cloud-based, self-service technology that empowers oncology brand leaders to view, manipulate, and export data for data-driven decision-making across the entire drug lifecycle, from commercial strategy through launch impact assessment and in-market monitoring. It is built on IQVIA's best-in-class oncology data, which includes a superior, de-identified patient, medical, and prescription claims database covering over 300 million anonymized patients. The platform is pre-loaded with over 35 tumor market definitions and proven analytic methodologies to provide a single source of truth and is designed to significantly reduce the time required to generate insights.

Key components of the platform include:

Oncology Landscape Analyzer: Provides performance (patient volume, treatment volume, and share), market assessment, and sizing by cancer type, regimen, and line of therapy.
Oncology Brand Analyzer: Offers brand performance insights by indication, new patient status, and key demographics.
Oncology Practice Analyzer: Delivers patient metrics at the physician and practice level, enabling exploration of prescriber insights and changes across patient segments.
It is specifically designed for the biopharmaceutical sector to quickly and efficiently work with large data sets and optimize the value of their commercial assets.

Key Features

- Real-World Data (RWD) Integration (300M+ anonymized patients)

- Oncology Landscape Analyzer

- Oncology Brand Analyzer

- Oncology Practice Analyzer

- 35+ Pre-loaded Tumor Market Definitions

- Longitudinal Patient Journey Insights

- Data Visualization and Drill-Down Technology

- Commercial Strategy and Performance Monitoring

Pricing

Model: enterprise

Enterprise-level subscription model. Contact IQVIA directly for a custom quote and annual membership pricing.

Target Company Size: medium, enterprise

Integrations

Snowflake, Databricks Marketplace

Compliance & Certifications

HIPAA, GDPR