



IQVIA Performance
Management Logo

IQVIA Performance Management

AI-driven business intelligence and performance management suite for life sciences commercial teams, optimizing brand performance and field force effectiveness.

<https://www.iqvia.com/solutions/technologies/performance-management-and-insights>

Overview

IQVIA Performance Management and Insights (PM&I) is a suite of purpose-built, cloud-based business intelligence (BI) solutions for the life sciences industry. The core offering, **IQVIA Orchestrated Analytics**, empowers commercial leaders, brand managers, launch teams, and field forces with timely, actionable insights to drive better decision-making and maximize ROI.

Built on IQVIA's proprietary data, advanced analytics, and transformative technology, the solution offers out-of-the-box functionality that is configurable and scalable to all types and sizes of life science organizations.

Key Features and Capabilities

AI Assistant & Conversational BI: Leverages Healthcare-grade AI and generative AI to transform complex business queries into clear, concise answers, providing integrated insights and next-best-action recommendations via natural language.

Orchestrated Analytics: A modular, end-to-end suite for KPI tracking, timely insights, and identification of potential risks and opportunities.

Master Data Management (MDM): An end-to-end solution that consolidates data across multiple domains for faster, more precise decisions.

Orchestrated Customer Engagement (OCE): Embeds real-time intelligence into user workflows to help commercial teams personalize and optimize HCP engagements.

Field Force Effectiveness: Includes a native iPad application (iq20/20) for field sales users with offline capability, goal-attainment KPIs, and peer benchmarking.

Revenue Cycle Management (RCM) & E360: Supports complex rules, business process flows, and services for safety, regulatory, quality, and medical information.

Self-Service Reporting: Provides powerful and intuitive ad hoc querying, advanced filtering, and data visualization tools.

Target Users and Value

The platform is designed for a diverse set of user personas across life sciences, including executive leadership, commercial operations, brand managers, and field sales representatives. It aims to accelerate commercial execution, ensure a single source of truth with seamless data integration, and maintain compliance and privacy with Healthcare-grade AI and governance.

Key Features

- AI-Powered Conversational Analytics (AI Assistant)
- Master Data Management (MDM)
- Orchestrated Customer Engagement (OCE)
- Enterprise KPI Tracking & Reporting
- Self-Service Business Intelligence (BI)
- Native iPad App for Field Force Performance
- Revenue Cycle Management (RCM)
- Data Integration Platform (Single Source of Truth)

Pricing

Model: enterprise

Enterprise-level subscription model. Pricing is custom and based on the scope of implementation, modules utilized (e.g., Orchestrated Analytics, MDM, RCM), and the size of the organization. Contact IQVIA for a personalized quote.

Target Company Size: enterprise

Integrations

Microsoft Teams, Email Workflows, Client Technology Ecosystems

Compliance & Certifications

HIPAA, SOC2, ISO 27001, GDPR, GxP

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