

SPECIALTY DATA SOLUTIONS

YOUR CHALLENGE

Don't let disparate and fragmented data affect your brand performance and ability to deliver your life-altering Specialty therapies. Partnering with ValueCentric, an IQVIA company, is your first step in seamlessly transforming patient data into actionable business intelligence.

OUR SOLUTION

ValueCentric provides Specialty pharmaceutical manufacturers with a complete suite of data aggregation and seamless integration solutions. Our service offering provides support for Market Access, Commercial Operations, and Sales, including data strategy consulting, pre-product launch services, performance reporting, and patient journey analytics. Our consultants are experienced in a wide variety of therapy areas and supported by a growing team of more than 100 data professionals.

ValueTrak, with its single-platform approach, provides real-time insight into the management of all Specialty Partner Data, all the way to a complete view of the Patient Journey. Our flexible reporting functions share trending insights enabling you to perfect your brand performance and the patient experience.

ONE COMPLETE INTEGRATED OFFERING

Consulting Services



Engage with consultants experienced in building data strategy, including identifying key metrics, and providing contract guidance for numerous pre-commercial, large, and mid-size manufacturers. Leverage their vast knowledge of the Specialty Pharmacy industry and rely on their individually developed and actionable implementation roadmaps.

Master Data Management



Work with clean, reliable customer data, with IQVIA's patient de-identification encryption. This approach will eliminate the costly and time-consuming management of multiple third-party data vendors, while allowing you to generate rich, applicable business intelligence.

Patient Journey Analytics



Using the latest advancements in Artificial Intelligence and Machine Learning, gain early identification of patients experiencing impediments to therapy. With interactive dashboarding, Field Reimbursement teams can record patient interventions and monitor for adherence improvements.

Performance Reporting



Receive the information you need with intuitive, business-friendly reporting. Our customizable scorecard capability allows manufacturers to create and automate personalized performance scorecards to optimize provider services, brand performance, and patient care.

CONTACT US

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