

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 integration solutions. Our service offering provides support for Market Access, Commercial Operations, and Sales, including data strategy consulting, pre-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, and the integration of multiple IQVIA data sets providing a complete view of channel activity and the patient journey. Our flexible reporting functions provide trending insights, enabling you to perfect your brand performance and the patient experience.

ONE COMPLETE INTEGRATED OFFERING

DRIVING EFFECTIVE BRAND STRATEGY



Engage with consultants experienced in combining industry best practices with unique brand attributes, 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.

HARMONIZING DATA



Work with clean, reliable customer data, with IQVIA's patient de-identification encryption engine. This approach will eliminate the costly and time-consuming management of multiple third-party data vendors, while allowing you to generate rich, business intelligence with longitudinal patient data integrity. Plus, IQVIA's ability to harmonize across data assets minimizes your compliance risk.

ACCESSING THE MOST COMPLETE VIEW OF PRODUCT ACTIVITY



IQVIA delivers a consistent data foundation across all data suppliers, sources and dimensions, providing the industry's most complete view of the patient experience. Integrate your harmonized data with other proprietary sources and IQVIA data sets, such as Xponent, DDD, and patient assets.

OPTIMIZING THE PATIENT EXPERIENCE



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 are alerted to at-risk patients, presented with immediately actionable patient interventions and can monitor for adherence improvements.

ACCELERATING CRITICAL DECISIONS



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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