

IQVIA's Market Strategy Solution for Providers

Patient care demand intelligence, by geography, to inform strategic business decisions

IQVIA's Market Strategy Solution (MSS) enables provider organizations to analyze curated datasets to generate actionable, strategic, and competitive insights within any targeted geographic market(s) to inform business decisions. MSS provides broad and deep visibility into patient care demand trends outside your current market to help identify opportunities. The Market Strategy Analytics Suite helps provider organizations generate intelligence in a user-friendly, SaaS-hosted set of BI dashboards.

Customer challenges

Inability to obtain a detailed view of target market(s) to inform strategic decisions.

Difficulty identifying where patients receive treatment.

Unable to access information about conditions patients are being treated for, by geography.

Incomplete visibility into market access, managed care, and payer financial trends and the impact.

Unparalleled data



>90% of all retail Rx claims



1.6B remittance claims



10.8M healthcare professionals



751K healthcare organizations



5.9M provider affiliations



>3K payers



>50 unique health plan model types



>300M anonymized patients

IQVIA difference



IQVIA's health information ecosystem.



Provider segment subject matter expertise.



Proprietary methodologies and analytical modeling.



Industry-leading Managed Care Universe.



Dedicated customer support and services.

Delivery information

MSS has two primary components: Market Strategy Data Extract (MSDE) and Market Strategy Analytics Suite (MSAS)



Delivered as a flat file via numerous methods including SFTP, S3, and Snowflake via IQVIA's DaaS.



MSAS delivered as SaaS-hosted dashboards via IQVIA's Customer Portal.

Related solutions

PROVIDER STRATEGY SOLUTION

Gain visibility into provider profiles, referral patterns, procedures, and prescribing behaviors to maximize your growth strategy.

CUSTOMER RELATIONSHIP MANAGER

Integrate predictive analytics and IQVIA's industry-leading solutions to optimize patient engagement strategies.

PROVIDER RELATIONSHIP MANAGER

Evaluate all provider touchpoints to maximize provider engagement by leveraging IQVIA's data assets and subject matter expertise.



MARKET STRATEGY SOLUTION

Analyze market dynamics and provider trends, behaviors, and activities at the geographic level to inform your strategy and decision making.

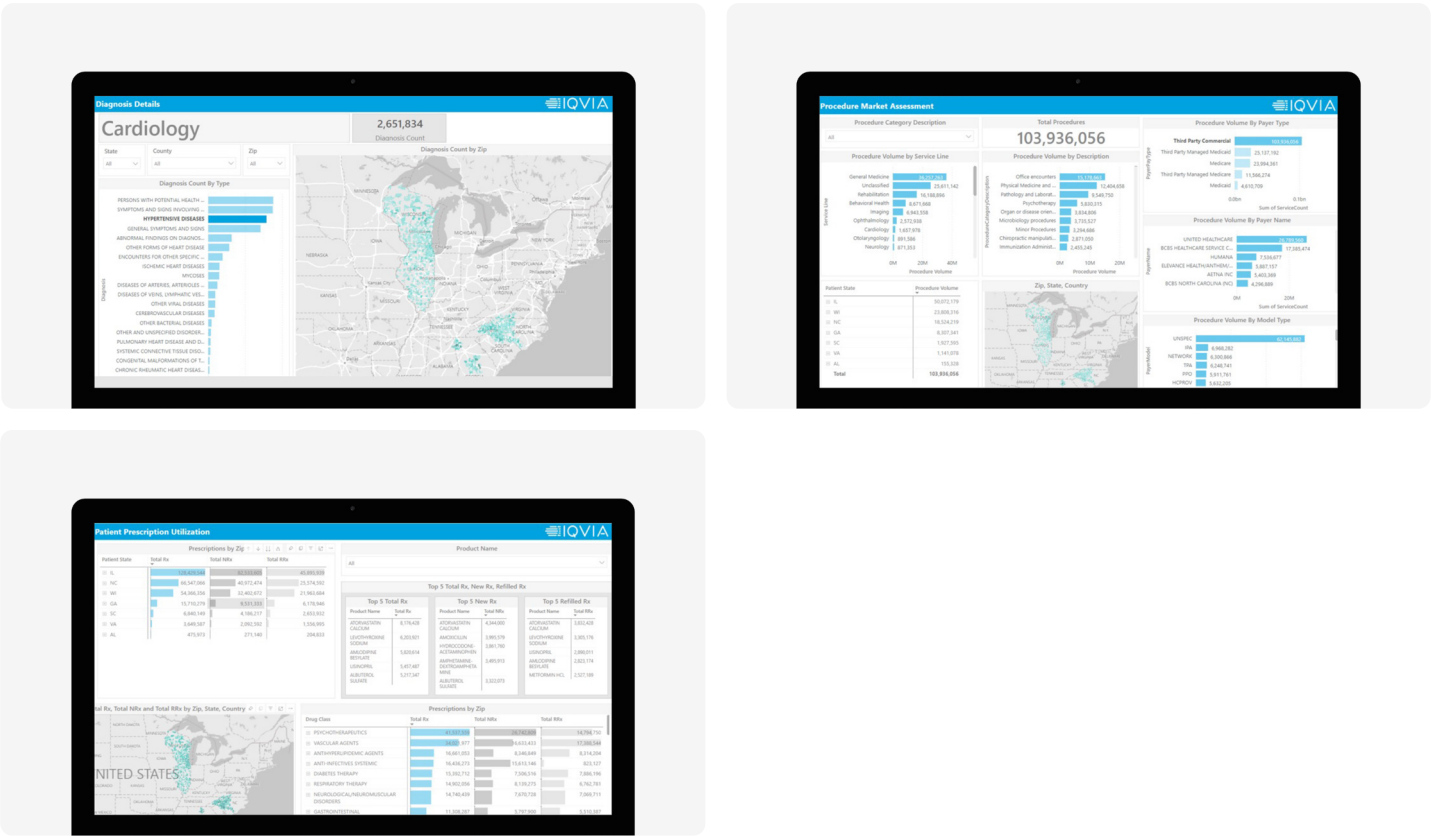
CAMPAIGN PERFORMANCE ANALYZER

Measure and optimize campaign performance to improve return on investments.

Customer benefits

CUSTOMER NEED	CUSTOMER BENEFIT
Access to market data to generate intelligence that informs business decisions.	Expanded view of claims activity, in addition to your own data, to drive growth.
Ability to analyze market trends to identify growth strategies.	Understand impact from report trends, claims activity, procedures performed, and managed care activity, by geography.
Understand patient density , by geography.	Visibility into patient density across service line, procedures performed and managed care coverage to optimize strategic planning.
Identify trends impacting provider and patient behavior.	Complete understanding of financial factors that may influence provider and patient behavior with IQVIA's data ecosystem.
Close payer data gaps in key markets of interest.	Analyze trends across the entire U.S. payer landscape including all payer types with IQVIA's Managed Care Universe.

Data visualization



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