

# Data-Powered Strategy and Planning Tools for Health System Growth

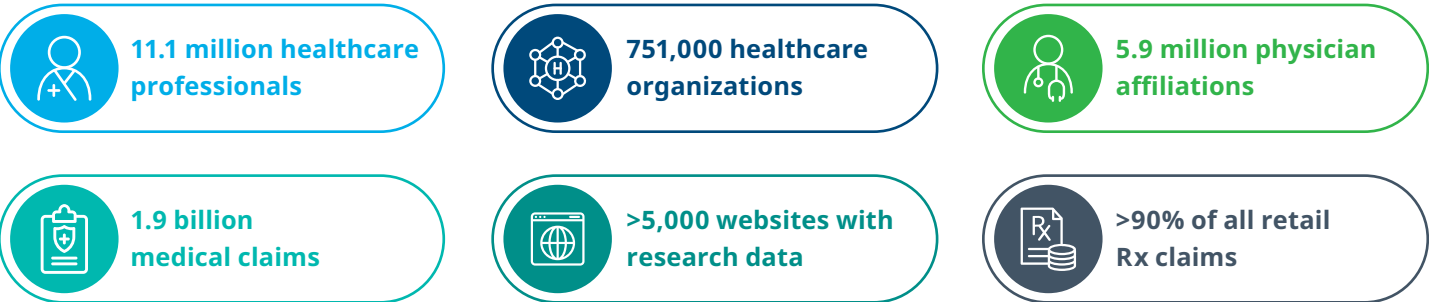
IQVIA Healthcare Solutions empowers hospitals and health systems with comprehensive data-driven insights for strategic planning and informed decision-making. Our advanced analytics and forecasting tools provide a complete view of industry dynamics, provider behaviors, and consumer spending patterns. By aggregating multiple data sets to analyze patient experience, costs, and referrals, we provide a robust foundation for our solutions, ensuring that healthcare organizations can make informed decisions and optimize their strategies.

Anticipate future healthcare needs, optimize resource allocation, and stay ahead of industry trends with IQVIA's unparalleled data and tailored health system offerings. Our solutions enable you to enhance operational efficiency, strengthen provider relationships, and position your organization as a leader in the healthcare industry. With IQVIA, you gain the insights needed to drive smarter decisions and achieve sustainable growth.



## Unparalleled data

IQVIA Healthcare Solutions delivers best-in-class healthcare data to health systems in the United States.



# Strategic planning solutions for health systems

**IQVIA Health System Solutions works with 16 of the 20 top hospitals as ranked by U.S. News & World Report**



**Market Strategy Solution (MSS):** Analyze trends across payer landscapes, claims activity and managed care coverage by geography to better align primary service areas and optimize strategic planning. View patient density across service lines and procedures performed to boost visibility into strategic planning opportunities.



**Provider Strategy Solution (PSS):** Pinpoint referral leakage and identify opportunities for revenue growth and outmigration recapture. IQVIA's proprietary precision referral analysis helps understand relationships and patient flow between referring and rendering physicians.



**Healthcare Utilization Forecasting Solution:** Predict future healthcare needs with 3, 5, and 10-year demand forecasting for diagnoses, procedures, population and socioeconomic shifts. Shape strategic planning and identify shifts within your population or competitive landscape by proactively surfacing potential risk factors to mitigate future exposure.



**OneKey Provider Reference Data:** Access a comprehensive healthcare database with 11.1 million healthcare professionals and 751,000 healthcare organizations. This database includes detailed affiliations, organization hierarchy mapping, and more than 500 data attributes to enhance strategic planning and decision-making. OneKey can be combined with real-time claims and Rx data which creates a strong foundation to understand the market.



**Consumer Share of Wallet Tool:** Identify high-value growth opportunities based on consumer spending distribution across top healthcare organizations, conditions and demographics to drive financial stability and optimize revenue capture. Compare share of wallet across different corporate parents to understand competitive positioning in each market.



**Physician Relationship Manager (PRM):** Generate actionable insights for hospital liaisons to increase referrals and prepare for HCP interactions. Track activities by liaison, type, specialty, and both digital and analog HCP activities to eliminate over-exposure and inefficiencies.

Get started identifying growth opportunities that will optimize your strategic planning approach now. Speak with an IQVIA team member today to access the data-driven insights that leading health systems rely on for success.

