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IQVIA Releases Enhanced OCE Capability Built-In Orchestrated Analytics Function Enables Faster and Smarter Decision-Making

DANBURY, Conn. & RESEARCH TRIANGLE PARK, N.C. – April 9, 2019 – [IQVIA™](#) (NYSE:IQV) today announced the expansion of [Orchestrated Customer Engagement \(OCE\)](#), IQVIA Technologies' innovative commercial ecosystem, with the addition of Orchestrated Analytics for OCE, a powerful and flexible analytics solution that empowers life sciences companies to make smarter decisions by providing increased access to insights.

Orchestrated Analytics addresses many industry challenges, such as gaining actionable insights from relevant and consistent key performance indicators (KPI) and benchmarks, establishing best practices, managing the volume and variety of information, and handling increased resource constraints. With a pre-configured industry-specific KPI library, guided analytics for diverse user groups, and end-to-end use in departmental or enterprise solutions, Orchestrated Analytics is a long-term solution that supports companies as their needs grow and change.

"Life sciences sales professionals face multiple challenges in creating meaningful interactions with their healthcare provider customers, from stricter access to providers to lack of visibility into communications with other channels in their own organizations," said Mike Townsend, research director for Life Sciences Commercial Strategies at IDC Health Insights. "The use of advanced analytics within the commercial software ecosystem, that they use daily, will help deliver insights to prioritize the most important actions they can take in real time, maximizing their productivity and effectiveness while eliminating duplicate or confusing messages for their busy HCP customers."

With access to multiple data sources managed through a flexible platform, Orchestrated Analytics allows a broader set of people across the enterprise to derive focused insights relevant to their role. It provides a unique and intuitive early warning system that identifies areas of potential growth or risk to accelerate and improve the quality of decision-making.

"This integrated analytics solution surpasses the capability available in the market today, and provides a step change to our life sciences customers, who need every competitive advantage possible," said Tal Rosenberg, senior vice president, Global Technology Solutions for IQVIA Technologies. "We are proud to announce this important next step in our ongoing expansion of the orchestrated commercial ecosystem. The addition of Orchestrated Analytics delivers on our promise to customers to continually develop transformative technologies."

Launched in December 2017, the OCE platform connects sales, marketing, medical and other functions to help life sciences companies move to a new orchestrated commercial model that improves organizational promotional alignment and as a result, customer experience and trust. Orchestrated Analytics seamlessly integrates with the other components of the ecosystem, and is designed to evolve with adaptable dashboards, allowing for easy expansion and continuous innovation.

About IQVIA

IQVIA (NYSE:IQV) is a leading global provider of advanced analytics, technology solutions and contract research services to the life sciences industry. Formed through the merger of IMS Health and Quintiles, IQVIA applies human data science — leveraging the analytic rigor and clarity of data science to the ever-expanding scope of human science — to enable companies to reimagine and develop new approaches to clinical development and commercialization, speed innovation and accelerate improvements in healthcare outcomes. Powered by the IQVIA CORE™, IQVIA delivers unique and actionable insights at the intersection of large-scale analytics, transformative technology and extensive domain expertise, as well as execution capabilities. With more than 58,000 employees, IQVIA conducts operations in more than 100 countries.

IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analyzing information on a scale that helps healthcare stakeholders identify disease patterns and correlate with the precise treatment path and therapy needed for better outcomes. IQVIA's insights and execution capabilities help biotech, medical device and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors and scientific advances, in an effort to advance their path toward cures. To learn more, visit www.iqvia.com.

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