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IQVIA Introduces Patient Centered Endpoints Solution with Transformative eCOA Technology Platform

Disruptive tech simplifies patient engagement and amplifies patients' voices to advance outcomes for life science companies

DANBURY, Conn. & RESEARCH TRIANGLE PARK, N.C. – DANBURY, Conn. & RESEARCH TRIANGLE PARK, N.C. – June 25th, 2019 – IQVIA™ (NYSE:IQV) today announced the launch of the Patient Centered Endpoints (PCE) solution, an innovative science and technology-enabled approach that captures quantified evidence of patients' experiences during clinical trials and real world studies. This disruptive technology enables trial sponsors to better understand the patients' experiences on various therapies, reduce study implementation timelines, and enhance data transparency.

PCE gives life science companies the ability to deploy real-time direct-from-patient data collection solutions in clinical and real world research by integrating IQVIA's scientific services with a secure, electronic clinical outcome assessment (eCOA) on a cloud-based technology platform. The eCOA platform was developed to improve trial experiences for both patients and study teams.

"IQVIA is committed to bringing together deep scientific expertise and cutting-edge technology to disrupt clinical development and real world evidence generation," said Jon Resnick, president, Real World & Analytics Solutions, IQVIA. "By listening to and understanding the patient experience, we can rethink research in healthcare to enable more patient-centric approaches — ultimately ensuring we are bringing the right medicines to the right patients at the right time."

The PCE solution is powered by the IQVIA CORE™, which brings together unparalleled data, transformative technology, advanced analytics and deep scientific domain expertise to build and execute clinical outcome assessments with patients top of mind. Designed with patient input, the PCE solution reflects deep knowledge and understanding of what matters to patients about their respective disease and treatment, while protecting privacy by delivering insights on a non-identified basis.

IQVIA's eCOA technology encompasses the newest technological advances and interconnected devices to collect the right data at the right time directly from patients within their natural environment. Many existing solutions utilize outdated technology, forcing sponsors to follow a traditional software development lifecycle, which could be expensive, time consuming, and error prone. IQVIA's eCOA technology is unique in its unparalleled configurability coupled with an expanding library of standard assessments to better meet customer needs.

"Connectivity is transforming the healthcare industry, and life science companies continuously need to optimize existing technologies and processes, especially those capturing data directly from patients," said Eric Hodgins, senior vice president, Real World Technology Solutions, IQVIA. "IQVIA's eCOA technology utilizes our industry-leading expertise in patient-centered approaches to create an integrated solution that is novel within the industry. In addition, we offer flexible engagement models, including SaaS, as part of our

commitment to ensuring that our solutions fit the way our customers work.”

For more information about the PCE Solution, visit our [web site](#) or view this eCOA short video by clicking [HERE](#).

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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