



COMMERCIALIZATION & LIFECYCLE MANAGEMENT

Optimize commercial execution

Accelerate the time to implementation.

Launch and maintain your business.

Adjust rapidly post-launch.

When you tap into IQVIA™ Biotech's outsourcing tools, services and on-demand analytics, you can streamline your operations and gain visibility into market forces. Our global and local healthcare and functional experts can provide you with the actionable insights and resources to help you realize your product's value and accelerate commercial success.



KEY CHALLENGES

- **Identifying and planning the investment** required to bring your product to market
- **Building and managing an integrated go-to-market** infrastructure to track and course correct when needed
- **Understanding how all relevant stakeholders** will view your product and how that could impact the opportunity
- **Effectively and efficiently managing** commercial operations
- **Identifying the addressable patient population** where your product has an opportunity to be utilized
- **Deploying Medical Science Liaisons and Sales Managers / Representatives** targeting the appropriate customers as needed

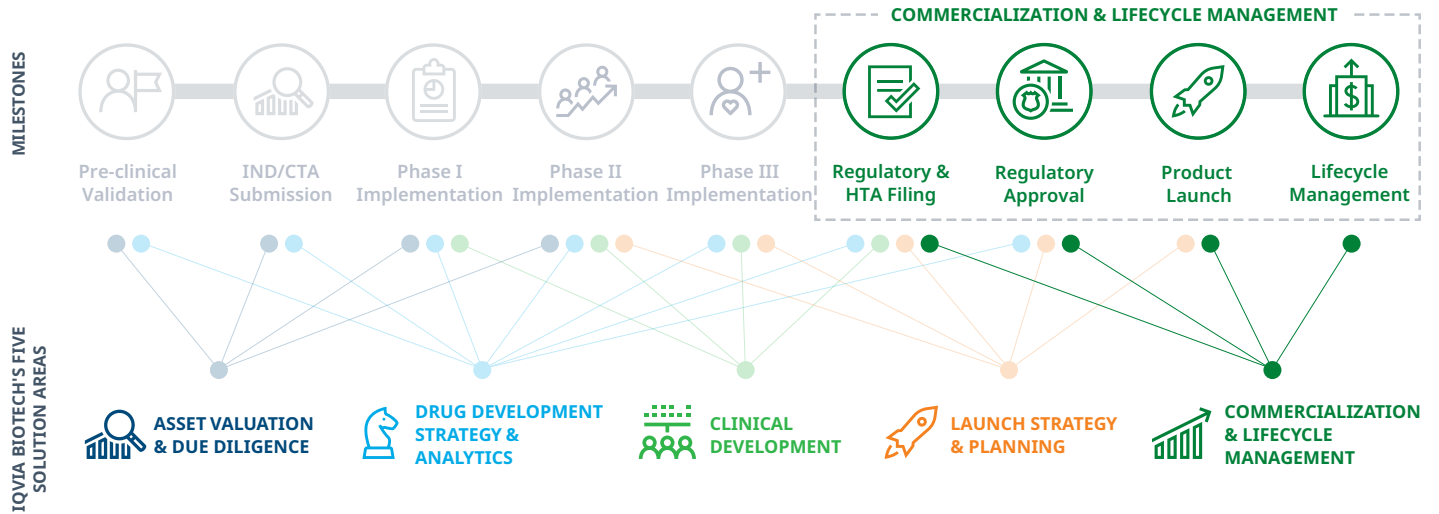
WAYS WE CAN HELP

- ✓ Brand management
- ✓ Multi-channel marketing implementation and tracking
- ✓ Advocacy implementation
- ✓ Pricing and market access local implementation
- ✓ Trade, compliance and transparency
- ✓ Real world safety and outcomes studies
- ✓ Master data management
- ✓ Commercial infrastructure, technology and operations

Commercialization & Lifecycle Management is only one of the ways IQVIA Biotech can help you advance your asset. We offer a comprehensive set of flexible solutions that can be customized to your specific needs, meeting you where you are in the development journey.

ADVANCE ASSET VALUE ACROSS MILESTONES

Spanning strategic consulting, clinical development, product launch and commercialization



IQVIA Biotech’s five key solution areas – Asset Valuation & Due Diligence, Drug Development Strategy & Analytics, Clinical Development, Launch Strategy & Planning and Commercialization & Lifecycle Management – support you at different milestones in your journey. Our suite of flexible solutions enable you to pick and choose what’s right for you. No matter where you are in your development or commercialization journey, IQVIA Biotech can help you advance your asset with confidence and credibility.

ACTIVITIES FOR THE COMMERCIALIZATION & LIFECYCLE MANAGEMENT MILESTONES

REGULATORY & HTA FILING

- Application review, writing, publishing, submission
- Pre-NDA/MAA meeting

LIFECYCLE MANAGEMENT

- Managed care agreements
- Guideline adoption
- Patent expiration

IQVIA Biotech can help you strengthen your position with investors and partners, and advance the value of your asset.