

## IQVIA changing healthcare with AI, ML

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### IQVIA leverages AI & machine learning algorithms across 35+ analytics-based commercial offerings



With IQVIA AI & machine learning, one can move with precision, speed and scale across every phase of a product's lifecycle. These industry-leading technologies are driven by the thinking of thousands of data scientists and accelerated on an analytics engine with an ever-expanding library of methodologies and algorithms.

IQVIA leverages AI & machine learning algorithms across 35+ analytics-based commercial offerings:

- Launch strategy
- Brand diagnostics
- HCP targeting and segmentation
- MCM promotional mix optimization
- Patient journey
- Salesforce effectiveness
- Persistency
- Marketing spend optimization

Powered by the IQVIA CORE™, the global and local healthcare and functional experts are providing actionable insights and resources to help you realize your product's value and accelerate commercial success.

Almost everything done in Human Data Science is powered by the IQVIA CORE. This holistic approach allows IQVIA to generate unique perspectives that are used to create solutions for the customers. By infusing the CORE into everything done at IQVIA, customers can easily rethink approaches to clinical development and commercialization, reframe old challenges into new opportunities, and reimagine what's possible.