

Market Access Insights

Speed. Precision. Control.

Market Access Insights now delivers AI-powered intelligence and simulation tools that let you pressure-test your market access goal, strategy and approach — so you can move faster, with confidence.

Why it matters

Market access isn't static — it constantly evolves over time, with new data, insights and decisions. Additionally, you need to navigate tight timelines, a tougher pricing environment, and the unknowns of EU joint clinical assessments (JCA). The cost of delay? Patients have to wait longer for life-changing treatments.

What's new

- AI Assistant**

This isn't just search — it's synthesis. Our upgraded AI Assistant pulls from ~64,000 HTA review documents and structured database records to deliver more precise answers, faster. Structured or unstructured content, you will have more clarity.

- AI PICO simulation**

Simulate best- and worst-case JCA scenarios. Pressure-test your readiness. Optimize your evidence strategy before the stakes get real.

- Track EU JCA in real time**

Stay on top of every step of the new EU JCA procedure — in just a few clicks. No more chasing updates. You're already there.

- Automated translations**

Non-English files? No longer a barrier. Dive deep and fast, with automated translations that help you keep momentum.

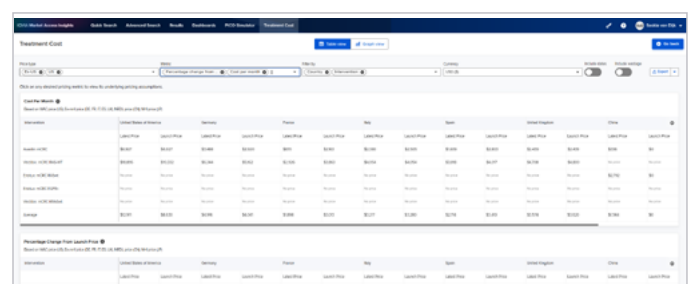
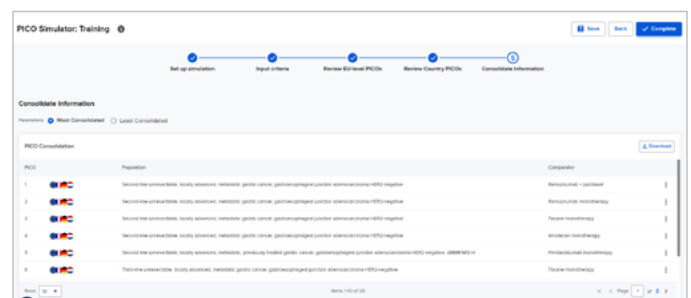
- Global treatment cost comparisons**

Compare oncology treatment costs across the US, EU-4, UK, China, and Japan. One view covering multiple markets.



What if you could anticipate, adapt, and act — before feeling the pressure?

PICO simulator and treatment cost screens



GET ACCESS TO

- **~64,000 HTA reviews** and reimbursement decisions from **>30 countries**
- **~7,000** clinical trial records
- **>16,000 regulatory records** from the US, EU, UK, Australia, Canada, and Japan
- **Pricing on >12,000 products**, including oncology treatment costs

Flexible access options

- **Online platform**
Intuitive, fast, and designed to fit your workflow.
- **Data services**
Seamless integration into your internal systems.
- **Client services**
Custom support for high-impact projects.

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READY TO SEE IT IN ACTION?

Talk to the IQVIA team and preview Market Access Insights with a live demo. Questions? Reach out at marketaccessinsights@iqvia.com.

Key benefits for your users

- **AI Assistant**
Leverage structured and unstructured data for comprehensive insights — fast.
- **Powerful search**
Use simple search for quick results and advanced search for complex cases.
- **Stay up-to-date:** Newsfeed and email alerts keep you informed and in control.
- **Data analysis and visualizations**
Dashboards turn complexity into clarity. You see the patterns, the gaps, the leverage points — so you can act with intent.
- **Easy-to-navigate results**
From high-level summaries to deep-dive reports, the platform adapts to how you think and work.

Key benefits for your business

- **Boost productivity**
Less time searching, more time executing.
- **Accelerate speed-to-insight**
Decisions are made faster when the data is structured and the path is clear.
- **Build trust and confidence**
With AI-powered synthesis of structured and unstructured data, you're not just informed — you are prepared to negotiate, defend, and win.