



# Enterprise Longitudinal Access and Adjudication Data (ELAAD) for Digital

Exceptional healthcare data, business logic, and analytical methodologies tailored for marketers to deliver campaigns with impact.

ELAAD for Digital offers a comprehensive dataset of open, longitudinal claims across all therapeutic areas. ELAAD for Digital provides healthcare brands and their partners with the capability and confidence to plan, implement and optimize winning omnichannel strategies. Part of IQVIA's Health Data Suite for Digital, this dataset is built on a robust foundation of healthcare data and supported by experts.



## Accelerate marketing success with digital use cases

**Planning:** Quantify audience scale and reach for HCP and consumer campaigns

**Measurement:** Assess campaign effectiveness using health outcomes and engagement metrics

**Audience building:** Create segments based on clinical relevance, therapeutic interest, and behavioral signals

**Optimization:** Accelerate performance insights and refine strategies using real healthcare data

## ELAAD for Digital by the numbers



**~330M**  
de-identified patients



**~11.5M**  
healthcare providers (HCPs)



**~93%**  
all U.S. retail prescription claims



**~752K**  
healthcare organizations (HCOs)

# Drive marketing impact with one of the highest quality health datasets

Advance your marketing goals using our open claims dataset across all therapeutic areas with ELAAD for Digital:



Combines pharmacy, lifecycle, medical, and remittance claims into one complete longitudinal patient data asset



Uses open claims transactions to provide broad perspective on both patient and HCP experiences



Empowers customers to understand the entire patient journey, HCP dynamics, market trends, and early insights on new treatments



Utilizes proven patient-centric methodologies to harmonize data across suppliers, creating a single source of truth for patient data



Delivers a comprehensive view of provider and patient interactions, with payer plan details



All lifecycle claims

+



All paid claims

+



All medical and remittance claims

+



Patient centric methodology

=



ELAAD

## Expertise to support your choice of trusted, versatile healthcare data

Whether you are a brand, agency, publisher, or partner, IQVIA Digital experts deliver ELAAD for Digital to your marketing operations to deliver maximum value. Day-to-day customer support includes data implementation, advisory services, enhancement releases, and communications for confident decision making.

### Let's talk about how ELAAD for Digital can power your next campaign.

ELAAD for Digital is available for use by brand teams or through agency and DSP partners — giving you the flexibility to activate how and where you need. Contact us at [info@iqviadigital.com](mailto:info@iqviadigital.com).

### About IQVIA Digital

IQVIA Digital powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

Learn more at [www.iqviadigital.com](http://www.iqviadigital.com).



CONTACT US  
[iqviadigital.com](http://iqviadigital.com)