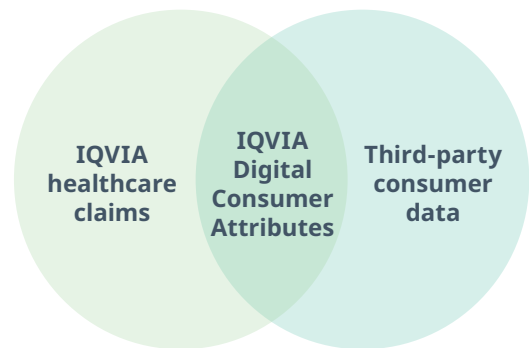


IQVIA Digital Consumer Attributes

Enriching healthcare data with privacy-optimized consumer context to reveal a more complete view of patient populations

IQVIA Digital Consumer Attributes helps healthcare and life sciences brands better understand patient populations and markets of interest by enriching anonymized IQVIA healthcare data with third-party consumer data. This integrated view adds lifestyle, financial, behavioral, and demographic context to support segmentation, planning, and measurement initiatives.



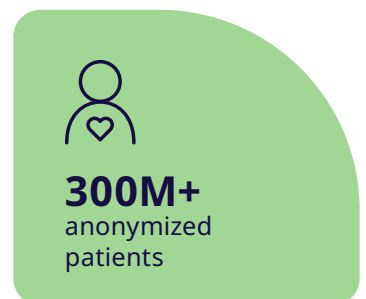
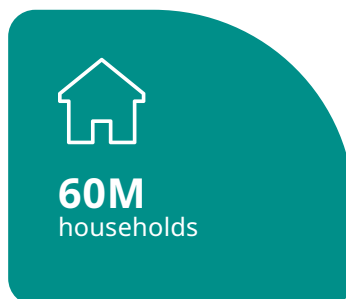
The IQVIA Digital difference

IQVIA Digital Consumer Attributes combines one of the industry's largest anonymized healthcare data assets with robust third-party consumer attributes to provide a more comprehensive view of patient populations.

Built on healthcare data from 300M+ anonymized patients, Consumer Attributes enables brands to better understand the lifestyle, financial, behavioral, and demographic factors influencing health-related behaviors and outcomes.

Through a leading third-party consumer data partnership, IQVIA provides access to 600+ consumer attributes with competitive fill rates and 40–60% match rates, delivering a representative matched population that helps brands characterize target populations and uncover meaningful patterns.

Insights into:



Attribute types

Consumer-based attributes

Derive insights into

- Race/ethnicity
- Education
- Occupation
- Marital status

Geo-based attributes

Locate consumers with the combined attributes of interest

- Urban/rural designation
- State
- Zip3

Household-based attributes

Understand motivating factors of households

- Each consumer belongs to a household (HH)
 - » HH size is 1+ inhabitants
- HH attributes provide insight into:
 - » Lifestyles (hobbies and other interests)
 - » How they consume media (TV, mobile phone, computer, etc.)
 - » HH income
 - » Ability to pay
 - » Presence of children

Social Determinants of Health (SDOH) attributes

Factors that can enhance or hinder health



Food insecurity



Access to care/medication



Housing instability

Types of IQVIA Digital Consumer Attributes deliverables

Segment level



Consumer populations



Patients of HCPs



Interactive web app

Transactional level

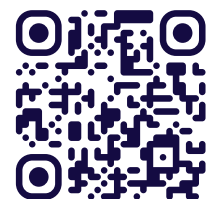


IQVIA healthcare claims + consumer data variables

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.



CONTACT US
iqviadigital.com