



# NP and PA Data Solutions

Gain clear, comprehensive insights into advanced practice providers making prescribing decisions and guiding patient care

Nurse Practitioners (NPs) and Physician Associates (PAs) are among the fastest growing segments of the healthcare workforce. NPs and PAs **are responsible for more than 35% of all prescriptions written in the U.S. and are authorized to prescribe in all 50 states and Washington DC.** Despite their growing influence, most NP and PA prescribers remain coded as “general” in traditional HCP datasets, obscuring the crucial roles of these clinicians and creating blind spots for healthcare brands.



## IQVIA Digital NP and PA data



## Illuminate NP/PA identity and influence across the prescribing journey

IQVIA Digital offers the only NP and PA-specific datasets built on real-world behavior, not just titles or affiliations. Our NP and PA Data Solutions provide a comprehensive view of the care landscape and identify the clinicians impacting today’s treatment pathways.

Inferred Specialty	TotalOffice™	TrueRx™	Scoring Analysis
Identifies the true clinical focus of NPs and PAs based on diagnosis, procedure, and prescribing behavior, rather than credentials alone. Connects brands with NPs and PAs by clinical specialty.	Uncovers affiliated and unaffiliated NPs and PAs working alongside targeted HCPs, surfacing overlooked influencers within care teams. Also enables brands to reprioritize target lists.	Corrects attribution gaps to reveal the actual therapy initiator, ensuring prescribing credit goes to the clinician who started treatment. Brands can reach NPs and PAs that are active prescribers.	Tiers NPs and PAs based on prescribing behavior, volume, and relevance to brand goals, and prioritizes outreach by strategic value, not just volume. Includes those missed in traditional physician-focused lists.

## Pinpoint the NPs and PAs that matter most to your brand and understand why

IQVIA Digital's NP and PA Data Solutions unlock access to the clinicians managing a growing share of patient care including diagnosing and prescribing decisions. Commercial teams can plan more intelligently using more than 800K NP and PA profiles that cover demographics, education, practice dynamics, and communication preferences.



Use claims, affiliations, and prescribing patterns to reveal true influence.



Surface high-impact HCPs, including those often overlooked in traditional data.



Plan differentiated engagement that reflects how today's frontline providers think, learn, and act.



Accelerate early momentum in fast-adopting specialties and distributed care models.

### DATASETS TO UNDERSTAND SPECIALTY, SCRIPT BEHAVIOR, AFFILIATIONS, AND MORE



Dedicated focus on NPs and PAs enhances IQVIA's HCP data assets and methodologies



Semi-annual refreshes ensure the information is accurate and up to date



Sophisticated, proprietary algorithms identify new NPs and PAs earlier than other solutions



Maintain compliance and consistency across the brand lifecycle

## Ready to identify the NPs and PAs behind the treatment journey?

Gain greater visibility into this high growth but often overlooked clinician segment truly shaping today's treatment decisions. Our team can help determine the right data solutions for your brand goals and show how NP and PA precision can strengthen every stage of your commercial strategy.

### 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.iqvialdigital.com](http://www.iqvialdigital.com).



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