

Trusted healthcare data and an innovative methodology

IQVIA Digital's Consumer Modeled Audiences combine high performance, scalability, and privacy safeguards

IQVIA Digital's Consumer Modeled Audiences solution helps brand marketers and their agencies reach the right consumers in a privacy-safe way. In contrast with some black-box data providers that share little visibility into their data sources and approaches, we deliver a fully documented, auditable methodology.

Unmatched depth, breadth and integrity of healthcare data

Built on the industry's most comprehensive and trusted healthcare data, our Consumer Modeled Audiences solution generates custom audiences to support customer campaign objectives. Our advanced solution helps marketers identify and connect with the consumers most likely to respond, improving performance while maximizing media spend. Using claims-based, health-informed data, grounded in [IQVIA's deep, longitudinal data assets](#), we improve the accuracy and consistency of audience creation.

IQVIA Digital is the only data provider whose audiences are built on a single unified, high-integrity data foundation. With over 2 billion medical claims annually and covering 93% of U.S. retail pharmacy claims, IQVIA Digital's health data delivers unmatched visibility into critical aspects across the patient journey.

Flexible consumer audiences that reach consumers based on clinical indicators such as:



Condition progression



Procedures



Diagnoses



Prescriptions

Enable large audiences to support blockbuster drug launches or reach niche segments for specialized treatments and rare diseases.

Sample audience segments that IQVIA Digital can build



Various cancers



Dermatological conditions



Infectious diseases



Autoimmune diseases



Endocrine disorders



GI tract disorders



Cardiac conditions



Rare and ultra-rare diseases



Neurological diseases

Privacy and performance in a glass box

Amidst regulatory changes and concerns about AI and data risks, transparency is foundational to both compliance and sustained performance. We provide clear visibility into how audiences are built, empowering marketers to audit and validate that consumer privacy safeguards are met.

We demonstrate our commitment to combine performance with transparency by:



Published [end-to-end methodologies](#)



Modeling audit trail delivered with every audience



[Documented governance](#) of our resilient, privacy-first foundation for responsible AI in healthcare



Independent expert determination with continuous governance and monitoring



Ethical oversight through a [dedicated review framework](#)

Federated Audience Modeling: A new standard for privacy and trust

Consumer Modeled Audiences are natively engineered to address privacy and compliance challenges. IQVIA Digital's patent-pending Federated Audience Modeling (FAM) methodology powers this solution, using proprietary data patterns called Synthetic Trends that reflect real-world behaviors without exposing individual information. A series of auditable steps assure zero downstream PII exposure, full auditability and regulator-ready documentation. Consumer Modeled Audiences [have been recognized with an Innovation Award by PM360](#).

How it works: High-quality data protected at scale

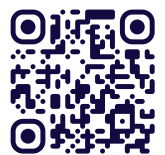
IQVIA Digital's approach not only protects data, but also ensures that insights are derived from high-quality, validated inputs that preserve accuracy while enabling scale. In this framework, de-identified health data and de-identified consumer data are always kept separate. Each dataset is transformed into anonymous, pattern-based insights. Only these Synthetic Trend patterns (not the original data) are used to build audiences.

This methodology reduces privacy risks, meets regulatory expectations, and establishes trust with customers, partners and consumers. Consumer Modeled Audiences is a solution built for the demands of today's healthcare marketing landscape, where data quality, transparency and performance drive success.

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, 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