

IDC Health Insights: Worldwide Life Sciences, Real-World Data and Technology Strategies for Market Access and Outcomes Research

IDC Health Insights: Worldwide Life Sciences, Real-World Data and Technology Strategies for Market Access and Outcomes Research service offers life science companies and their technology vendors critical insights and guidance on how IT and digital technologies are transforming health economics and outcomes research (HEOR) and market access landscape. Facing mounting market pressures and growing regulatory complexities, life science organizations must reinvent their data and technology strategies to demonstrate the real-world value of their products; inform decision-making by payers, providers, and policymakers; and meet increasingly complex market access requirements to get the right products to the right patient at the right time and at the right price.

APPROACH

This service employs comprehensive data and unique analysis through focused topical surveys, primary and secondary research, and ongoing discussions with leading industry innovators, experts, and technology vendors. To maximize the relevance of the content, IDC Health Insights' analysts continuously work with subscribers to identify and prioritize specific topics to be covered in research documents.

TOPICS ADDRESSED

Throughout the year, this service will address the following topics:

- Emerging technology trends and regulations transforming market access in life sciences
- Market landscape and ecosystem analysis
- Market access strategies and real-world data (RWD) best practices in the fast-evolving healthcare landscape
- Global regulatory trends impacting the utilization of real-world data for market access and HEOR
- Data strategies for informing health technology assessments (HTAs) and policy decision-making
- Data strategy innovation for new pricing and reimbursement models
- Digital trends and RWD best practices in product safety monitoring and post-market surveillance

KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What are the latest technology and regulatory trends shaping market access and outcomes research?
2. How can more effective use of data and analytics support market access in the new competitive business environment?
3. What are the emerging data sources and technology enablers for HEOR and market access strategy execution?
4. What is the impact of the 3rd Platform and innovation accelerator technologies?
5. How to optimize patient access to innovative products?
6. Who are the key players in the market? Who are the leaders?
7. How to optimize product value and pricing strategies? What is the impact of new value-based reimbursement models?
8. How can companies leverage real-world data and insights to develop effective value propositions to payers?
9. What are the key hurdles and best practices for implementing market access strategies?
10. How can companies better leverage industry ecosystems to support data-driven transformation for market access?

WHO SHOULD SUBSCRIBE

The *IDC Health Insights: Worldwide Life Sciences, Real-World Data and Technology Strategies for Market Access and Outcomes Research* service is ideally suited to support the growing needs of diverse personas at life science companies worldwide, including chief executive officers; chief medical officers; chief information officers; chief quality and regulatory officers; market access teams; line-of-business executives; and senior IT, strategy, and business management professionals; as well as the data and technology vendors serving pharmaceutical, biotech, medical device companies, and CROs. The insights and guidance offered by this research service are also beneficial to professionals at healthcare provider and payer organizations, regulatory entities, and institutions responsible for health technology assessments and decision-making.