

CUSTOMER VALUE LEADER



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Business Impact

- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Operational Efficiency
- Criterion 4: Growth Potential
- Criterion 5: Human Capital

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

SUPPORTING INDUSTRY PROFESSIONALS IN ENHANCING PATIENT OUTCOMES IS THE TOP PRIORITY OF THIS AI VENDOR. IQVIA CONSIDERS THAT A COMMERCIAL FOCUS ON QUALITY MANAGEMENT SYSTEMS MUST ALIGN WITH DELIVERING BETTER AND SAFER PATIENT CARE.

**- SANKARA NARAYANAN,
INDUSTRY DIRECTOR**

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality. Customer Value Leadership is defined and measured by 2 macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel valued and confident in their products' quality and performance. This dual satisfaction translates into repeat purchases and a lifetime of customer value.



The company has proven that a comprehensive focus on patient safety, patient care, and commercial performance is possible. Through right-first-time activities and a single source of truth, IQVIA tackles the increasing complexities of global regulations, optimizes resource allocation to achieve the set financial performance, and provides strategies for complex healthcare challenges.

With its strong overall performance, IQVIA earns Frost & Sullivan's 2024 Global Customer Value Leadership Award in the AI regulatory and quality solutions space for the healthcare industry.