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IQVIA SWOT & PESTLE ANALYSIS

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Company Name : IQVIA

Company Sector : Contract Research Organization, Pharmaceuticals

Operating Geography : United States, North America, Global

About the Company : IQVIA, a distinguished multinational corporation headquartered in Durham, North Carolina, USA, stands as a pivotal player in the confluence of health information technology and clinical research. With a lineage tracing back to its predecessors Quintiles and IMS Health, Inc., IQVIA has risen to prominence as a global frontrunner, shaping the landscape of healthcare and life sciences. Boasting a legacy of innovation, IQVIA harnesses cutting-edge health information technology and extensive clinical research capabilities to forge intelligent connections across the healthcare spectrum. The company's transformative analytics, data-driven insights, and profound domain expertise propel the advancement of medical treatments, augmenting patient well-being. With a resolute commitment to patient privacy, IQVIA employs advanced privacy-enhancing technologies to ensure data protection while yielding unprecedented insights into disease patterns and treatment pathways. The company's colossal repository of healthcare information, encompassing over 1.2 billion patient records, is a testament to its robust data resources. As of 2023, it is driven by a dedicated workforce of approximately 86,000 employees worldwide, IQVIA's impactful contributions span across Technology and analytics Solutions, Research and development Solutions, and Contract Sales and medical Solutions. Through its unwavering dedication to innovation and data-driven insights, IQVIA continues to shape the future of healthcare and clinical research on a global scale.

IQVIA stands out with its unique proposition of pioneering advanced analytics and clinical research, seamlessly merging healthcare insights and cutting-edge technology to create impactful solutions. Their mission is clear: to drive healthcare progress by fostering intelligent connections, offering valuable insights, and fostering innovation. With a visionary approach, IQVIA aims to lead transformative advancements in the healthcare domain, ultimately enhancing patient outcomes on a global scale.

Revenue :

US\$ 13,874 million - FY ending 31st December 2022(y-o-y growth 22%)

US\$ 11.359 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for IQVIA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Operates in 100+ countries with approximately 77000 employees. 2. World's largest Contract Research Organization. 3. One of the world's most admired companies. 	<ul style="list-style-type: none"> 1. Public criticism of data privacy violations involved in the company's business model.
Opportunities	Threats
<ul style="list-style-type: none"> 1. Outsourcing trends in the pharma industry are on the upward trend. 2. The bio-pharmaceuticals industry is one of the most active industries at present. 3. Healthcare systems are increasing digitization in their operations. 4. Public usage of and spending in medicines is set to go up. 	<ul style="list-style-type: none"> 1. Increasing laws and regulations on data privacy a threat to profit. 2. The biopharmaceutical industry is very highly competitive. 3. The pharma industry faces severe threats from generic drug manufacturers. 4. Global economic and political conditions are unfavorable

PESTLE Analysis :

The PESTLE Analysis for IQVIA is given below:

<p style="text-align: center;">Political</p> <p>1. Biden's tax plan is especially strict on tech and pharmaceutical companies.</p> <p>2. Post Brexit, the UK's Life Sciences industry is undergoing major changes.</p>	<p style="text-align: center;">Economical</p> <p>1. Inflationary pressures present in the US Economy.</p> <p>2. Emerging markets spending on pharmaceuticals is set to increase.</p> <p>3. Life sciences innovation is receiving record levels of investment and activity.</p>
<p style="text-align: center;">Social</p> <p>1. Covid has shifted customer engagement preferences towards virtual mode.</p>	<p style="text-align: center;">Technological</p> <p>1. Healthcare has more opportunities for AI and ML usage.</p> <p>2. Cloud computing is increasingly used in the pharmaceuticals industry.</p>
<p style="text-align: center;">Legal</p> <p>1. Regulations on data privacy are set to increase in 2022.</p>	<p style="text-align: center;">Environmental</p> <p>1. Environmental protection at the heart of Biden's federal policy.</p>

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