

NAVLIN INSIGHTS KPI:

Measuring All Your Market Access Insights, Metrics, and Progress in One Place

From NAVLIN by EVERSANA, the most trusted name in price & market access.

NAVLIN Insights KPI is the only digital platform that measures and showcases your market access success across every brand in your portfolio – helping you deliver and communicate the commercial impact of your portfolio.

NAVLIN Insights KPI simplifies performance tracking by eliminating:

- Manual data collection from affiliates
- Outdated or incomplete insights—internal and competitive
- Inconsistent metrics and methodologies
- Fragmented, siloed data sources
- Challenges in communicating value and impact
- Uncertainty in forecasting and strategic planning

Features & benefits:

- Launch & plan tracking
- Benchmarking & competitive intelligence
- Forecasting
- Commercial impact
- Digital & AI-powered platform

"We have tried other digital platforms and
NAVLIN Insights KPI is the best."

– DIRECTOR, TOP ONCOLOGY FIRM



100% Coverage

Price, HTA benchmarks, and competitor data for every product and market



20+ Customers

Currently using NAVLIN Insights KPI across their portfolios



30+ Dashboards

Easily configurable existing catalogue of visually dynamic dashboards



More Integrations

than any other platform (SSO, NAVLIN, Model N, IQVIA Midas, Lyfegen)

Why NAVLIN Insights KPI is Different



Real-Time

Stay up to date with standardized, real-time data on internal performance and external benchmarks



Integrated

Save time, money and reduce errors with pre-built integrations with all major GPM and data systems, including NAVLIN Data for competitor intelligence



Proactive

Go beyond tracking — forecast and identify future market access actions across your portfolio and competitors



Portfolio Level

Analyze progress not just brand by brand, but across your entire portfolio and other aggregated datasets



Commercial Value

Clearly communicate commercial and patient impact to support high-level executive conversations

NAVLIN Insights is part of the comprehensive NAVLIN Price & Access ecosystem

