

# Omnichannel Digital Engagement Solutions

*A modern and complete approach to digital engagement for the healthcare life sciences industry*

To meet the needs of today's healthcare marketing and pharmaceutical brand teams, IQVIA offers flexible, quality, integrated solutions built on certified, best-in-class data that our partners have come to know and trust (**OneKey**, **MedData Group**, and **DMD**).



## Today's reality

Understanding the enterprise value and engagement triggers for healthcare providers (HCPs) and DTC audiences is critical. Recent events have been a remarkable catalyst for change – disrupting behavior and pushing forward the reality that engagement in healthcare needs to meet the same level of sophistication, personalization, and relevance that people have come to expect.

As a result, today's healthcare marketers need to better identify and measure digital engagement and marketing activities in order to accurately target and engage HCP customers, and identify DTC audiences delivering relevant information when and where they want it.

To overcome this challenge, marketers need authenticated, privacy-compliant data and analytics, next generation technology, and deep expertise that enables a flexible, agile, and adaptable marketing model to drive better patient outcomes and return on marketing investment.

## The IQVIA difference

By connecting unparalleled data with fit-for-purpose analytics and technology, IQVIA has created a holistic digital marketing solution that enables confident, evidence-based engagement of the right audience with the right message at the right time.

A partnership with IQVIA provides:

- HCP Consent at Scale—futureproof for an evolving regulatory landscape
- First-party data—futureproof for a cookie-less world
- Consistent data from NPI match list and activation, to engagement and measurement
- “Powered by IQVIA” partnership program

IQVIA's connected marketing solutions are a catalyst for customers who strive to build a more efficient and effective healthcare system, now and in the future.

# Digital engagement opportunities and solutions

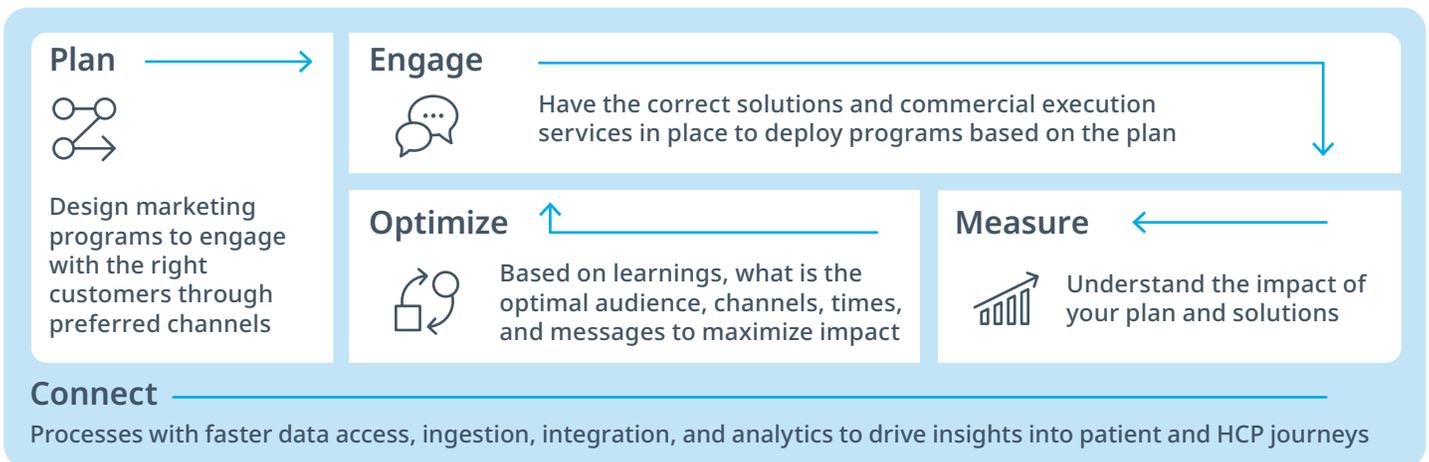
**Tailored audiences:** IQVIA helps you identify and reach the exact audience with pinpoint accuracy, whether you are starting from a target list or need to create a highly custom audience based on demographic, online behavior, or journey-based criteria, including advanced segmentation through Rx, Dx, or Px parameters.

Use your tailored audience data to inform and enable advanced marketing solutions including:

|  |  |
|--|--|
| <b>Unified HCP and DTC audiences</b>                   | Get a 360-degree approach to data that offers access to all relevant audiences.  |
| <b>Online behavioral insights</b><br>Powered by AIM XR | Inform next-best channel, action, or message based on the relevant digital actions from your healthcare targets.   |
| <b>Marketing measurement and optimization</b>          | Achieve best-in-class measurement across DTC and HCP channels to gain complete transparency into your campaigns, while utilizing a personalized optimization approach with data and analytics supporting decisions at the speed of business for frequent, actionable campaign improvement, and a stronger ROI. |
| <b>Programmatic</b>                                    | Maximize your ability to reach the right audience across digital advertising channels (i.e., web, social, addressable TV, mobile, video).  |
| <b>Social media</b>                                    | Activate your target audience with confidence directly onto the most popular social platforms.   |
| <b>Advanced TV</b>                                     | Get unmatched insight for planning, targeting, and measurement across linear, addressable, and connected TV for DTC and HCP audiences.   |
| <b>Email marketing</b>                                 | Deliver your brand message and content to HCP audiences through the largest fully authenticated database of first-party, opted-in HCP email addresses.   |

## Omnichannel framework for success

IQVIA provides a modular, scalable framework to plan, engage, measure, and optimize HCP and DTC engagement and connect it with enabling data and technology.



Welcome to the next generation of HCP and DTC omnichannel digital engagement in healthcare.

Contact IQVIA today to learn more at [iqvia.com/contact](https://iqvia.com/contact)



**CONTACT US**  
[iqvia.com/contact](https://iqvia.com/contact)