

Digital Affinity

A guide to an optimal channel mix and engagement approach

At IQVIA we can leverage syndicated research data and artificial intelligence machine learning (AI/ML) capabilities to support the development of an omnichannel strategy, and derive multiple insights from the Digital Affinity study.

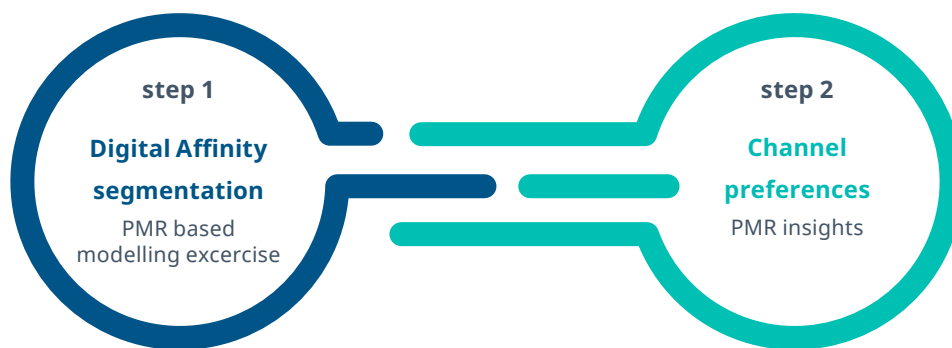
Post-COVID, HCPs have shown an increased preference for digital engagement, but non-digital channels continue to strongly influence the Rx decision making. Omnichannel success relies on a company’s ability to adapt sales and marketing strategies in response to changing HCP segments.

- How to determine an optimal omnichannel strategy per HCP segment?
- How should promotional investment be prioritized for different HCP specialties?
- How to maximize opportunities to access and impact ROI by engaging HCPs in their preferred ways?
- How to plan the field days of reps based on preferred way of communication and ensure optimal call plan execution?

IQVIA leverages its capabilities to develop a classification of HCPs digital affinity, extrapolated to the whole universe.

The basis of an omnichannel strategy

A nominative list of HCPs and their Digital Affinity segment enriched with channel preferences insights.



Classification of HCPs digital affinity.
Extrapolation of data for the whole universe.

Syndicated Primary Market Research data gathered about the on- and offline channel preference of HCPs.

Make a first step towards implementation based on digital affinity study and the resulting national insights based on HCP’s digital affinity segment.

Digital Affinity full population
All HCPs are classified in 3 groups

Digital










Hybrid

Traditional



The digital affinity study is a syndicated study across various analyzed specialties. Depending on your market context you can select one or more of these specialties:

9 specialties are in scope of the Digital Affinity Study

| | | |
|--|--|---|
| Cardiology  | Dermatology  | Rheumatology  |
| Endocrinology  | GPs  | Gastroenterology  |
| Neurology  | Oncology  | Pneumology  |

Finally, the output of the digital affinity study will allow you to conduct a stepwise approach towards accurate implementation of your omnichannel strategy:



SEGMENTATION

Build a segmentation that classifies all HCPs according to their digital affinity (traditional / hybrid / digital).



GLOBAL STRATEGY

Determine your optimal channel mix per Digital Affinity segment based on Syndicated Primary Market Research data gathered about the on- and offline channel preference of HCPs.



CUSTOMISATION

Further fine-tune this strategy based on HCP's individual preferences.



SEGMENTATION

In this way, the digital affinity study forms an ideal starting basis for the implementation of an omnichannel strategy.



REP DETAIL
(F2F, virtual, Hybrid)



E-MAIL



SMS



DIGITAL



3RD PARTY



DIRECT MAIL



SOCIAL



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