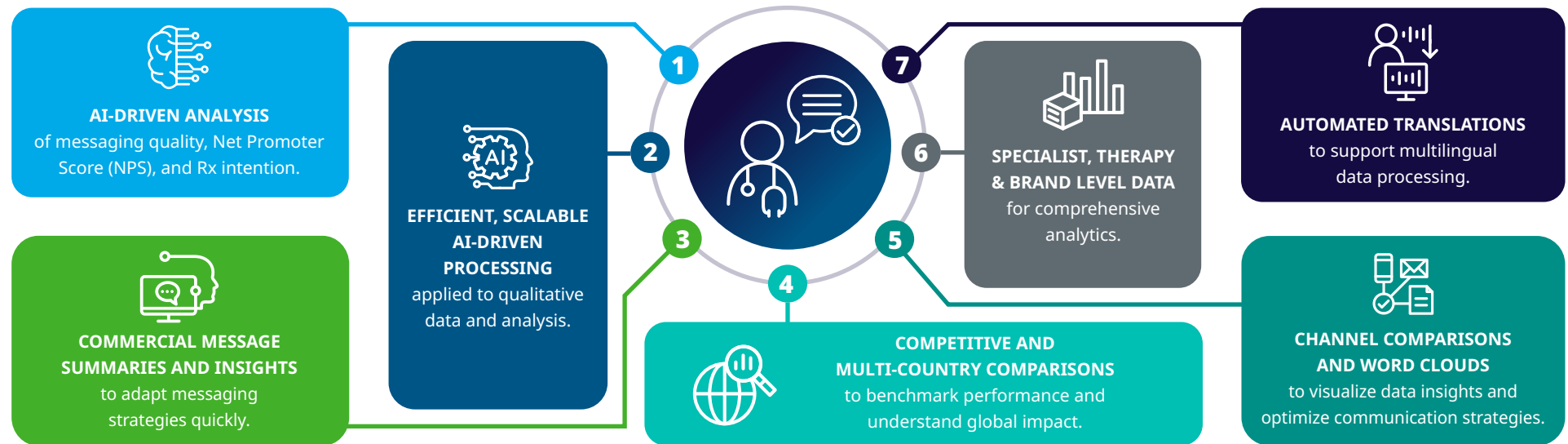


Harness the Power of Conversational AI: Prioritize the Voice of HCPs for Maximum Campaign Impact

Introducing IQVIA ChannelDynamics® Verbatim with AI Assistant, a revolutionary leap in real-time analytics

Based on IQVIA Healthcare-grade AI™, **ChannelDynamics Verbatim with AI Assistant** leverages the power of conversational AI to intuitively analyze large volumes of brand level spontaneous message recall from over 30,000 HCPs captured across a diverse omnichannel mix, linked to perception of content quality and impact – in near real time. These unique insights into the HCP’s perception of your and competitors’ brand messaging will provide a full view of the messages and themes that resonate, and help you adapt your omnichannel communication strategy to plan for maximum impact.

Conversational AI applied to ChannelDynamics Verbatim: Adding speed and precision to HCP recall message analysis to stay ahead of the competition



Transforming campaigns and product launches with unparalleled insights into HCP messaging recall

800 therapy areas

36 countries

12 years historical data

Updated continuously

30,000+ HCPs


4 million+ messages per year

Gain competitive advantage with ChannelDynamics Verbatim and prioritize the voice of HCPs



Impact analysis

Evaluate and measure impact of marketing strategies and messaging based on content perception and quality.




Message refinement

Identify strengths and weaknesses of your messaging to optimize key elements.



Strategic adaptation

Adjust strategies and tactics based on real-time insights.



Market distinction

Refine your message profile to differentiate from competitors.



Competitive intelligence

Monitor competitor messages to identify market opportunities and risks.



Transforming campaigns and product launches with unparalleled messaging recall data and data-driven strategies

If you want to elevate your marketing and achieve unparalleled HCP resonance, **ChannelDynamics Verbatim with AI Assistant** is the must-have AI tool that delivers gold standard analysis and enables data-driven, customer-centric brand marketing strategies.

See how ChannelDynamics Verbatim with AI Assistant can transform your campaigns – request a demo to unlock the potential of AI-powered insights.



IQVIA Healthcare-grade AI™ is AI engineered to meet the level of precision, speed, and trust required in life sciences and healthcare. [Learn more.](#)



CONTACT US

X: [@IQVIA_GMI](#)

LinkedIn: [IQVIA Global Market Insights](#)

Email: ChannelDynamics@iqvia.com

iqvia.com/channeldynamics