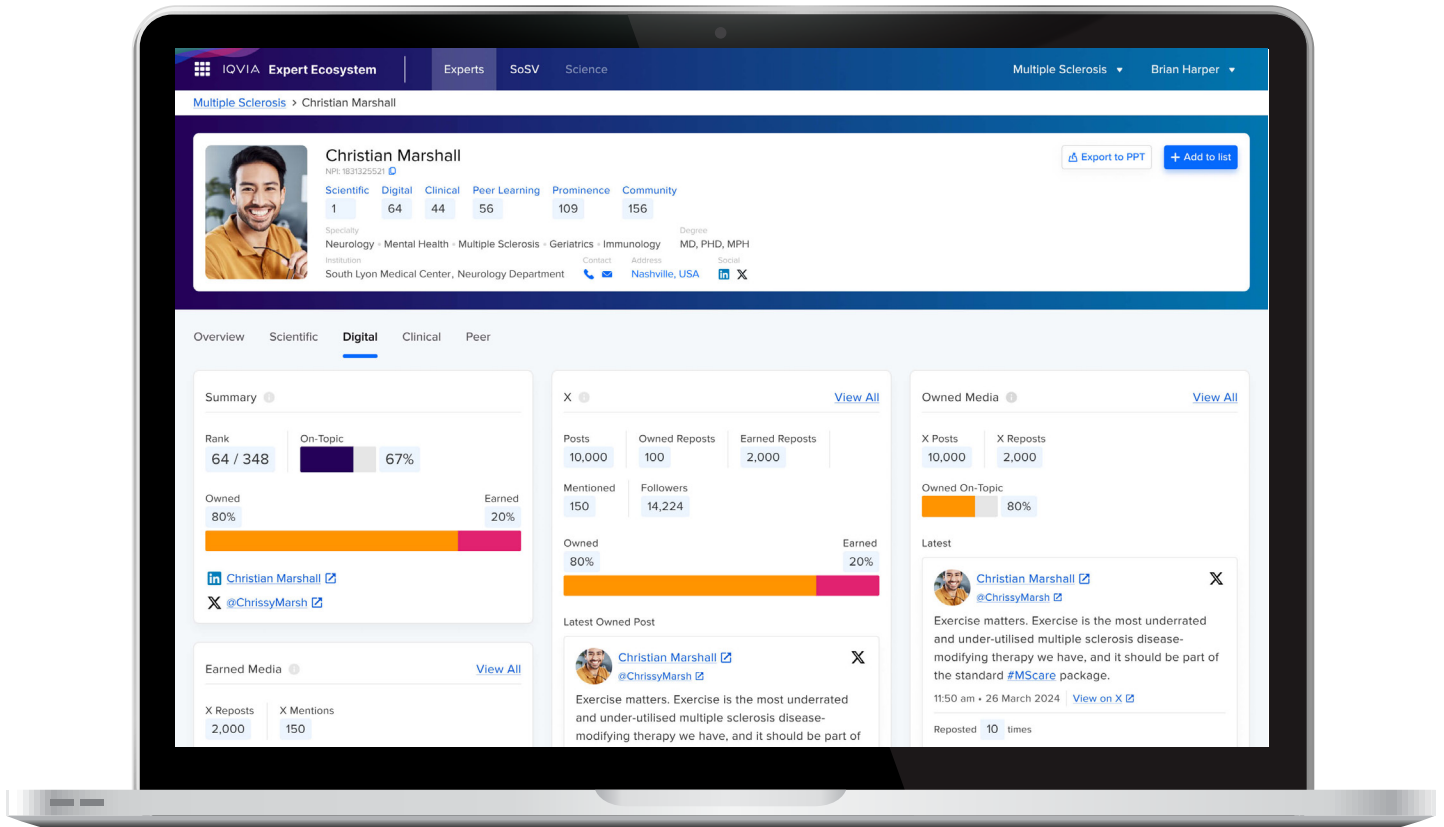**IQVIA**

IQVIA Digital Expert

Create more meaningful engagements by identifying and profiling the most relevant digital opinion leaders in your target space

Easily identify and engage with the most relevant Digital Opinion Leaders (DOLs) actively participating in your target digital space. **IQVIA Digital Expert** aggregates data from 677,000 X (Twitter) profiles and 605,000 LinkedIn accounts, validated by IQVIA's unique physician identifier, and matches digital profiles with scientific and clinical profiles, giving you an accurate and complete picture of a DOL's activity.

Quickly gauge a DOL's relevance by filtering and identifying on-topic digital activity relevant to your business needs, ensuring you focus on experts aligned with your strategy.

Effortlessly evaluate the strength of a digital opinion leader's network

Each expert's digital activity is ranked and scored based on your criteria, empowering you to prioritize the most relevant DOLs. For X (Twitter) content, digital profiles include profile names, follows, and mentions.

For LinkedIn, Digital Expert displays profile handles. This data powers your ability to easily evaluate the strength of a KOL's digital network.

IQVIA Digital Expert belongs to IQVIA Expert Ecosystem — which provides a single, unified view of KOLs

Scientific Expert
Profile key opinion leaders based on their academic contributions

Digital Expert
Profile digital opinion leaders based on their X and LinkedIn presence

IQVIA Expert Ecosystem

Clinical Expert
Profile leaders based on their clinical activities and treatment behavior

Peer Expert
Coming soon

Digital Expert is part of IQVIA's Expert Ecosystem platform, your single location for a compliant, multi-dimensional view of scientific, clinical, and digital leadership to help you identify the most relevant experts for your medical affairs and commercial efforts.

Takeaways

- Easily identify the most relevant, digitally active Digital Opinion Leaders (DOLs) to stay ahead of science and healthcare issues.

- Explore digital content aggregated from 1.2 million *(and growing)* X (Twitter) and LinkedIn profiles, validated by IQVIA's unique physician identifier.

- Quickly evaluate the strength of a DOL's digital network and prioritize those with the most relevance by filtering and identifying on-topic digital activity.

- Save time by unifying data with the rest of a DOL's profile across Scientific, Clinical, and Peer Expert modules.

Contact an expert below to learn more or get a demo.