

IQVIA Integrated Field Alerts Solution

Achieve more personalized engagement in healthcare with a unique combination of clinical and HCP digital behavioral insights

With demand for physician attention at an all-time high, brand messaging must cut through the clutter by being timely and personalized.

IQVIA's integrated alerts solution is the first and only to combine clinical activity with a healthcare provider's (HCP) digital research behavior, providing the most complete picture of where an HCP is in their treatment decision journey.

This solution combines IQVIA Field Alerts with IQVIA's Audience Identity Manager® XR (AIM XR) technology.

The Field Alerts capability applies AI to IQVIA's robust anonymized patient data (IQVIA OneKey®, IQVIA

Xponent®, medical and Pharmacy claims), enabling analysis of complex patient journey interactions. When combined with the medical research behavioral insights of AIM XR, you gain unparalleled insight and visibility into HCP research activity, accessing exclusive deterministic behavioral insights on approximately 94% of US physicians and covering activity for over 1.4 million HCPs across more than 5,800 medical websites.

This complete picture of an HCP enables you to proactively reach the right providers with the right engagement at the most appropriate time.

One single partner for HCP triggers

Deliver targeted HCP messaging based on relevant clinical and digital research behavior

Unique digital behavioral insights

The only provider of deterministic insights on over **1.4M HCPs** across **over 5,800 medical websites**, available **daily**

Compliant and privacy-safe

Over 94% US-based HCPs are first-party opted-in for digital research insights

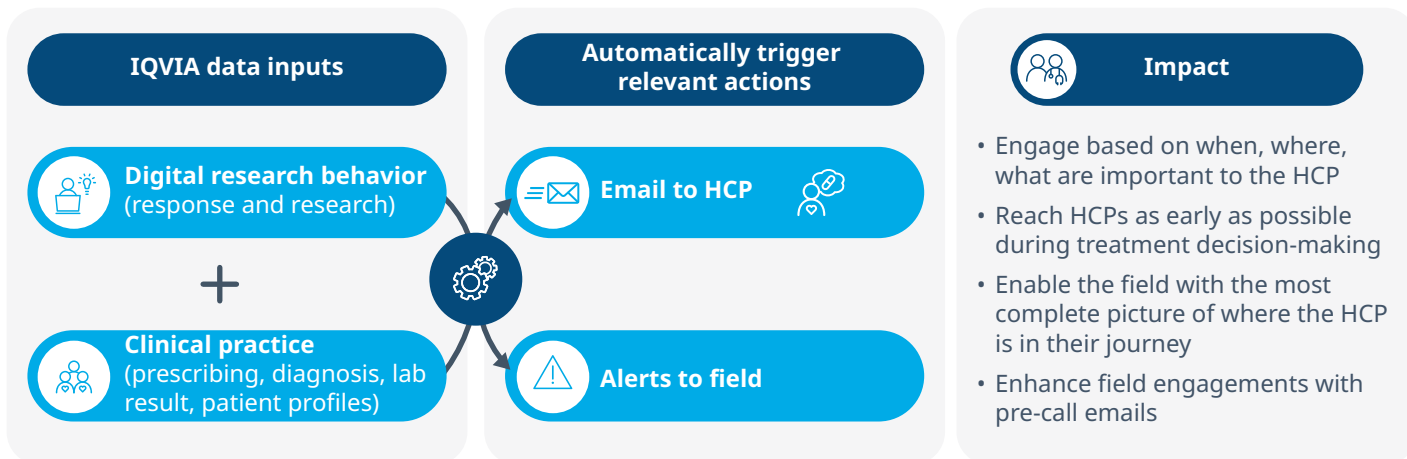
Fuel your HCP omnichannel engagement whether your brand is

A launch brand, building awareness

In rare disease, with a need to identify treating HCPs

An established brand, in a competitive market

Trigger engagements via field force or digital channels with the most complete picture of an HCP



Optimize your commercialization efforts and achieve complete and timely omnichannel engagements through automation by combining Field Alerts with AIM XR to

better inform your field sales representatives in their direct outreach to HCPs via email or in person and using triggers to drive timely action and messaging.

Maximize your results with the most comprehensive solution for HCP engagement

25% more HCPs surfaced when supplementing claims-based alerts with AIM XR behavioral data

12% of AIM XR identified specialists saw a newly diagnosed patient within 6 months*

Key takeaways

- IQVIA’s integrated alerts solution is the only product to offer deterministic digital insights on over 94% of healthcare providers
- With first party sourced, opted-in, and compliant HCP information, you can be confident that the insights you’re viewing are based on real and authenticated behavioral data
- Your field sales representatives are informed with valuable insights that inform their direct outreach to HCPs (through email or in-person) for more successful engagement outcomes
- Get the most complete picture of an HCP by combining deterministic digital behavioral insights from AIM XR and the largest and most robust databases available from IQVIA Field Alerts

*These are values that various IQVIA customers have achieved. Results may vary; This solution is only available in the United States

Contact an expert below to learn more

CONTACT US

RWDandAIinside@iqvia.com

iqvia.com

