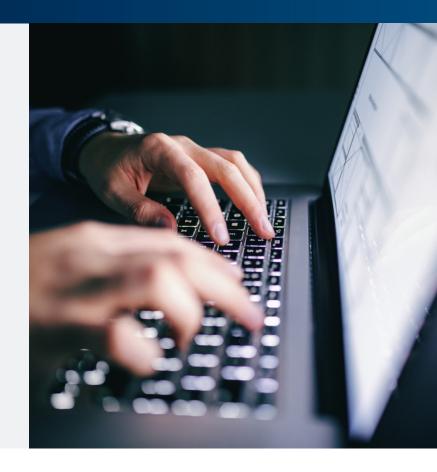**IQVIA TECHNOLOGIES**

IQVIA OCE Content – Component Authoring

Enabling a smarter and faster way to create and review sales rep emails

Personalized emails sent by life sciences sales representatives are one of the most valuable ways of communicating with HCPs. The most effective emails — those with the highest open rates and effective call-to-actions (CTAs) — are usually developed using an email template and include a specific goal or scenario.

But, producing these emails can be time consuming and costly. Creating the email templates also requires considerable attention from brand teams to coordinate development, as well as for MLR teams to review and approve the language and images. The whole process can take four to five weeks to produce just one email package from start to finish. Until now.

Part of the IQVIA Orchestrated Customer Engagement suite of products, OCE Content's Component Authoring solution accelerates content creation and assembly to get a rep email to market in as little as two days. In doing so, customers can reduce workloads, save money, and accelerate timelines for better commercial results.

A more productive future with OCE Content

OCE Content Component Authoring easily integrates with OCE Personal and enables a more efficient way to produce digital content.

Key benefits include:

ACCELERATED CONTENT CREATION

Component Authoring differs from traditional document content in that content is created at a granular, bite-size level, for example a text claim or image. Components can then be pre-approved for use and dragged and dropped in to rep emails. This component content can then be reused for quicker updates and consistency across projects.

ACCELERATED CONTENT REVIEW

By using pre-approved component content, the final rep email package only needs the net impression reviewed, significantly reducing the review time length and the number of review cycles.

INCREASED CONTENT RELEVANCY AND HIGHER HCP OPEN RATES

Sales representatives can tailor the content messages to individual HCP's preferences and interests, which increases the relevance of the email. Plus, with OCE's advanced analytics, every opened or unopened email provides data that can be added to the HCP's profile, enabling reps to continually refine and personalize their communications for greater open and response rates.

ENSURE COMPLIANCE AND BRAND CONSISTENCY

Using pre-prepared, approved component content makes it easier to ensure that email communication is fully compliant and on-brand, driving efficiency and confidence for sales reps.

BUILD ON THE CAPABILITIES OF THE IQVIA OCE PRODUCT SUITE

OCE Content enhances the capabilities available with OCE. By going beyond traditional CRM systems and embedding real-time intelligence into user workflows, OCE delivers intelligent connections and personalization at scale across the commercial ecosystem, enabling commercial teams to make smarter decisions and turn HCP interactions into valuable partnerships.

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