

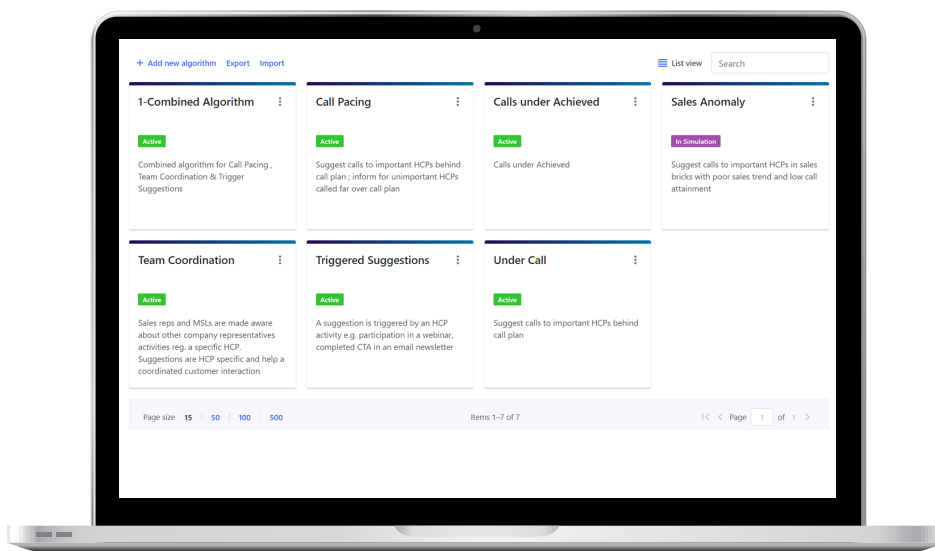
IQVIA Next Best Action

Modernize customer interactions with an AI-driven recommendation engine

Delivering personalized, omnichannel engagements that truly resonate with customers and meet their changing preferences is increasingly challenging in today's life sciences landscape. IQVIA [Next Best Action](#) is the AI-powered recommendation engine designed to address these issues while optimizing personal and digital customer engagement. Next Best Action is built in the [IQVIA Orchestrated Analytics \(OA\)](#) platform — the unified data foundation and analytics ecosystem engineered to meet the demands of launching new brands, maintain competitiveness for established brands, and foster personalized engagement tailored to complex healthcare provider (HCP) behaviors.


The right message at the best time: IQVIA Orchestrated Analytics (OA) Next Best Action

This intelligent recommendation system provides precise, actionable guidance at scale, using pre-built and customizable algorithms in an open platform. Enhance HCP satisfaction and loyalty through advanced prioritization and hyper-personalization, utilizing embedded intelligence for precise decisions.







Global scaling and performance
Built for global scaling with proven lightning-fast performance managing up to 4000+ algorithms per instance running across global time zones.



Advanced orchestration
Create a comprehensive 360-degree view of HCP preferences, driving operational effectiveness with dynamic micro-segmentation and AI/ML-based scoring.



Localization and self-service
Empower local execution of brand strategy with flexible algorithm tuning and self-service apps, supporting evolving business needs with modular capabilities.



Implementation and adaptability
Accelerate implementation times and reduce costs with pre-built data models and connectors. Leverage the broadest AI algorithm library fine-tuned on IQVIA's data assets.

Overall, the feedback has been fantastic, and people have been most appreciative of how we made sure the program was not disrupting their day-to-day life. We want people to see this as an **intelligent suggestion, not as a chore**. We are tracking utilization rates, acceptance of suggestions and follow through to measure acceptance. **It is considered a gold standard, and we are seeing very positive operational metrics.**

— Program Sponsor, Tech Analytics

After 10 years at my company, I rarely see **a program so well structured and deployed**. All team members have covered every aspect of what we need in order to launch and learn efficiently. I am sure this **program could be a quality reference for the future** when my company plans to deploy new key initiatives.

— Country Lead, Commercial Operations

Why IQVIA Next Best Action

Seamless omnichannel orchestration for user empowerment

Next Best Action tailors recommendations to individual users based on role-specific needs. Touchpoints are coordinated across channels and teams for effective audience engagement, **reducing HCP overwhelm** from excessive outreach. Business users gain access to accurate, guided intelligence with transparent algorithm management and self-service capabilities.

Driving huge improvements in field force productivity



93%

increase in top tier customers achieving call plan targets



4X

increase in rep-triggered email send rates



>90%

adoption of recommendations achieved



14X

increase in marketing consent opt-ins



Deployments in as little as **4 weeks**

per country, including self-serve deployment options



Large scale implementations each up to

8000+ users

and up to **50+ countries**

Easily meet role-specific needs across your commercial operations teams

Sales representative — Maximize sales impact

Boost productivity by prioritizing key customers, optimizing schedules, and delivering targeted messages through the right channel at the right time.

Business analyst — Improve program effectiveness

Achieve operational excellence by refining algorithms and tracking recommendation impacts.

Marketing — Drive marketing effectiveness

Maximize marketing ROI by aligning campaigns with brand objectives and optimizing sequencing, strategy, segmentation and performance.

Data scientist — Optimize data and insights

Streamline algorithm development and deployment with an integrated workbench and advanced configuration tools.

Sales executive — Align strategic execution

Enhance sales efficiency and impact using connected intelligence and advanced risk/opportunity analysis to continuously prioritize high value HCPs.

IT operations — Promote seamless integration

Leverage pre-built connectors, data models and business rule libraries for seamless data integration with your CRM. Enable self-service functions and avoid time consuming change requests.

IQVIA Next Best Action with AI Assistant

The future of AI-powered efficiency

Next Best Action is now enhanced with the power of generative AI using [IQVIA AI Assistant](#) enabling accelerated deployment across various countries, personas, and brands, tapping into IQVIA's unparalleled global and local expertise.

Empower your team with instant access to personalized, intelligent insights, reporting and actionable recommendations, driving innovation and streamlining operations.

Elevate your omnichannel engagement with OA Next Best Action recommendation engine

Don't miss out on market opportunities or settle for low ROI from data and business intelligence investments. IQVIA Next Best Action offers a transformative approach to CRM and marketing automation, delivering personalized, data-driven omnichannel engagements that drive superior customer experiences and significant commercial impact.

How IQVIA AI Assistant works

IQVIA AI Assistant uses generative AI to allow customers to ask questions in natural language to get answers from IQVIA's rich data, analytics, and software products. AI Assistant is based on [IQVIA Healthcare-grade AI™](#), which ensures it delivers the precision, speed, and trust our customers require while maintaining compliance and privacy at its core.

IQVIA AI Assistant enhances Next Best Action to drive user adoption by ensuring the most urgent, highest value, and auto-analyzed insights are presented for shortest time to action.

About IQVIA Orchestrated Analytics

IQVIA Orchestrated Analytics (OA) platform is an ecosystem of apps built on a unified data platform for commercial life sciences providing brand performance solutions with advanced insights. This suite of modular applications enables data-driven decision-making and responsiveness to market dynamics and customer needs across Commercial Planning, Data Management, Self-Serve Analytics, Recommendations and Reporting. OA delivers an enhanced user experience with seamless integrations into email, Microsoft Teams, SMS, iOS apps, and CRM. The enterprise-grade technology stack supports efficient global scale, processing petabytes of data, with users in over 65 countries.

Optimize brand performance and launch excellence with IQVIA's advanced AI-driven life sciences intelligence platform. Learn more at [IQVIA.com/OA](https://www.iqv.com/OA).

