

# IQVIA Synmetrics Data

*Offering an in-depth perspective and comprehensive insights into Health Care Professional (HCP) activities in UK & Ireland, enabling life science companies tailor more effective and customised HCP engagement strategies.*

## How are clients using IQVIA Synmetrics data?

Over the past decade, the pharmaceutical engagement landscape has undergone significant changes, with the most notable in the last three years, being the move towards remote engagements. This transition has enabled Health Care Professionals (HCPs) to dictate the terms of their engagement, resulting in greater control and flexibility.

Synmetrics data helps life science companies in navigating this complex environment, educating sales teams on the evolving landscape in the UK & Ireland and identifying the most accessible healthcare providers (HCPs) and preferred channels. This ensures effective omnichannel engagement in the new era of HCP-driven engagement.

## What is the Synmetric dashboard?

The Synmetrics dashboard is a **interactive and dynamic visualisation** solution that provides graphs, maps, infographics, and data on the HCPs.

The entry level dashboard is **free for data contributors** and highlights **channel contact dynamics** and **contact rates** for various HCP roles, including including peer activity comparison. Paid customisation includes analysis at the HCP-level or regional level.

## What offerings are available for additional engagement analysis?

Explore how IQVIA's offerings can help customers to answer more specific questions relating to HCP's engagement:

**Market Access** — understand how Integrated Care Systems demand collaboration and engagement with the NHS

### KEY FEATURES



Bring HCP engagement to life with graphical representation on **engagement, location, and health capacity data**



Benchmark your engagement activities against your peers to establish **key HCPs, organisations, and localities**



Updated regularly on an **online portal** with no requirement for installation or download



**Commercial Effectiveness** — including peer activity comparison. Paid customisation includes analysis at the HCP or regional level

**OneKey** — track and identify the new HCPs who are driving changes in the UK&I markets

### CONTACT US

To learn more about IQVIA Synmetrics Data, please contact [AskIQVIA@IQVIA.com](mailto:AskIQVIA@IQVIA.com)

X: [@IQVIA\\_UK](https://twitter.com/IQVIA_UK)

LinkedIn: [IQVIA UK & Ireland](https://www.linkedin.com/company/iqvia-uk-ireland)

[iqvia.com/uk/marketintelligence](https://iqvia.com/uk/marketintelligence)