

# IQVIA Engagement Specialists: Delivering exceptional engagements that drive the business outcomes you care about

Life sciences companies must shift their engagement approach in the evolving NHS environment



Intense competition exists for customers' attention



A tailored blend of in-person and digital channels is essential for engagement



A new dimension is needed to ensure the right customer is reached at the right time with the right message

Our Engagement Specialists deliver unparalleled customer engagements

Powered by IQVIA Connected Intelligence™

Best-in-industry Technology



#### Best-in-industry Technology:

Equipped with the latest AI/ML technology to ensure optimised tailored engagements, including:

- Measuring the impact of interactions and providing coaching on how to improve
- Analysing data and trends to inform the 'next best' actions for effective communication



Unrivalled Proprietary Data

#### Unrivalled Proprietary Data:

Technology is only as good as the data it uses and IQVIA's technology can uniquely utilise the most granular, comprehensive, up-to-date data in the industry

From social media and scientific engagement to product usage and contact preferences, IQVIA's unrivalled proprietary data is used by the top 10 pharmaceutical companies in the UK

#### IQVIA Engagement Specialists

**Hand-picked:** Specifically recruited for their skills, agile thinking, business acumen, and ability to use the latest technology

**Resource-efficient:** Higher-quality engagements that drive optimal business outcomes with fewer 'heads'

## IQVIA Engagement Specialists ensure impactful engagements to drive prescriptions



**20-30%**  
in overall customer reach<sup>1</sup>



**15-20%**  
in touchpoint frequency<sup>1</sup>



**10%**  
in message recall<sup>1</sup>



**15-20%**  
in Rx uplift by implementing  
NBA in 8-12 weeks<sup>1</sup>

**CONTACT US**

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Abbreviations: NBA: Next Best Action; Rx: prescription.

1. Data based on IQVIA previous AIML projects / Example outcomes from IQVIA customer projects.