





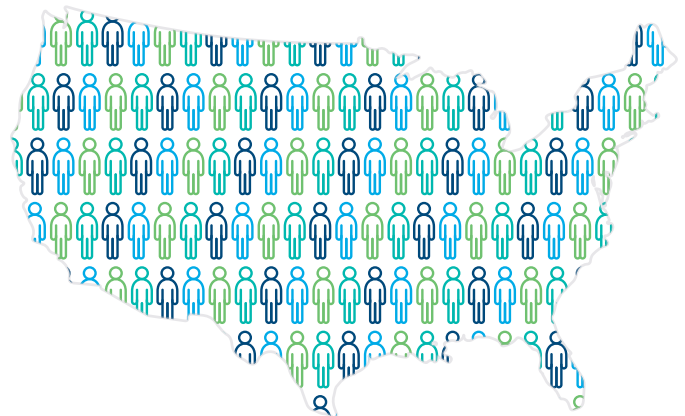
# Reach Potential Patients Using IQVIA's Privacy-assured Tailored Audience Offering

*Connect your brand's messaging to the most relevant consumer cohorts*

 <b>Deliver campaigns to audiences more likely to engage and act</b>	 <b>Activate on any channel: TV, digital, audio, social, and more!</b>	 <b>Improve ROI with above average indexed cohort prevalence</b>	 <b>Drive clinically appropriate uptake and compliance to care</b>
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IQVIA non-identified, person-level healthcare information is unparalleled in scope and scale. Tailored audiences leverage machine learning modeling to correlate consumer demographics with real world patient data.

Cohort segments vary by condition, ranging from 5% to 40% of targetable population for concentrations of probable patients. Audience quality is indexed to national averages observed in IQVIA health datasets. For example, cohort with an AQ index of 250+ is expected to have 2.5 times higher prevalence of relevant consumers.



 <p><b>Syndicated audiences for activation in all major condition categories</b></p>	 <p><b>Firewalled design and distribution to protect patient and consumer privacy</b></p>
 <p><b>Options available to design custom cohort models on your brand criteria</b></p>	 <p><b>Contact <a href="mailto:media@iqvia.com">media@iqvia.com</a> for more details on use cases and pricing</b></p>

## Drive key decisions with IQVIA's Connected Intelligence™

For pharmaceutical and life sciences companies, getting the most out of your marketing campaign requires a personalized approach. At IQVIA, we bring together a strategic mix of advanced analytics, media, insights, and technology so you can reach the right audience at the right time - with the right message. Ultimately, we help guide you in understanding where your next dollar is most valuable to create the best customer experience.

**CONTACT US**  
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