

Email Marketing Solutions

Successfully reach and engage your healthcare provider audience

Dedicated email solutions for healthcare marketers

Email is the number one digital channel to reach Healthcare Providers (HCPs) with key promotional messages. From the sourcing of email addresses to audience reach, deployment, and testing of your campaigns, we have email down to a science.

Our email offerings include:



Email license subscription



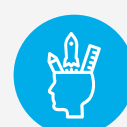
Email deployment



Managed services



Self-service email portal



Creative services

Email license subscription

We maintain one of the largest authenticated databases of physician email addresses, including options for research-based and opted-in addresses. With more than six million active and addressable contacts, covering two million healthcare providers, we ensure that your emails reach your intended audience.

Email deployment

Modern email deployment requires a sophisticated infrastructure of IP addresses and sending domains to ensure your emails are consistently recognized and accepted by email providers. IQVIA is whitelisted by most major hospitals, ensuring delivery of your email to their physicians and resulting in a high reputational score.

Creative services

Fully encompassing typical email creative needs, our services include the following:



Email template design



Full creative development



Best practice seminars and rendering reports



HTML coding



Copywriting and MLR submission

High coverage of healthcare providers in the U.S.

With over 90% of U.S. healthcare providers and multiple emails per provider, you can engage with more of your audience.

95% Physicians with direct patient care

94% Commercially relevant advanced practice providers

83% Personal email address

Managed services

With our managed services, a dedicated account team is assigned to you who will cross-functionally manage your email marketing program to strategically align with the needs of your brand or organization.

IQVIA can deliver these services to you or work directly with an agency. Our team has decades of experience supporting the email needs of MedTech and pharmaceutical brands, hospitals and health systems, and other healthcare organizations. Benefit from our exceptional understanding of industry expectations and market trends.

Self-service email portal

Our Self-Service Email Portal is an optional cloud-based email deployment solution built for the needs of today's healthcare marketers. The portal is structured to take advantage of IQVIA's top tier deliverability platform, with support from our email scientists, while offering the freedom to deploy email campaigns on your schedule and at your convenience.

Experience and reputation matter in healthcare email marketing

After hundreds of millions of delivered emails, we know how to reach physicians — and how they engage with your message once you've reached them. With IQVIA sending over 17 million emails campaigns per month, you benefit from our scale.



EMAIL SCIENTIST:

Email deliverability requires more than technology. Our dedicated team of email scientists have decades of experience with healthcare email deployment and are highly qualified to:

- Monitor all emails for sender scores, blacklists, and inbox placement.
- Maintain strategic partnerships with leading email service providers and delivery teams.



SENDER REPUTATION:

Our Deployment Services overcome challenges around email deliverability. Email providers use sender reputation to assess risk — the better the score, the more likely an email is to reach an inbox. We leverage our team's deep expertise to manage sender reputation and ensure your emails land where they're supposed to: an HCP's inbox.

Let's improve lives together.



IQVIA's Digital Enablement Center of Excellence powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

Learn more at www.iqvia.com



CONTACT US
iqvia.com