

# IQVIA's Consumer Solutions

*Maximize your reach and engagement*

## Today's reality

Consumer healthcare companies are adapting to a new reality where balancing between remote, face-to-face, and multi-channel healthcare professional (HCP) engagement is crucial. Delivering the right message through the appropriate communication channels and experiences at the right time has become increasingly important.

Although HCP engagement will differ, consumer companies need to implement customer-centric and personalized experiences that provide timely and targeted healthcare information through an omnichannel, digitally mature, and privacy-sensitive strategy to drive impact and brand success.

## Key elements of HCP engagement model



### Targeting the right HCPs

Identifying and accessing the most impactful, high-performing, authenticated, and privacy-optimized HCP segments to invest in is vital for a program's success. Connected customer data that can deliver a high-quality customer experience with tools that help marketers to identify, reach, and engage at crucial moments of interest and intent is imperative for program ROI.



### Creating a product narrative that connects the needs and its end user

In a landscape where consumer content is inundated with notifications and stimuli customized to individual preferences, marketing content must be just as relevant and drive lasting behavior change across channels for consumer brands. HCPs expect content that satisfies their needs regardless of where they are in their journey.



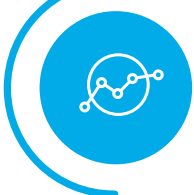
### Coordinating intelligently across every channel

Developing an omnichannel customer experience requires a comprehensive go-to-market strategy with a 360-degree view of customers to define their journeys and inform engagement strategies and tactics. Advanced capabilities that enhance personal and digital interactions through predictive, sequencing, and Next Best Actions can provide more intelligent marketing for consumer brands.



### Measuring effectiveness



To effectively measure both digital and traditional performance using quality metrics, performance measurement requires a comprehensive view of competitive activity, promotional spending, and cross-channel activity. Brands rely on data insights, reporting, and visualization to make strategic decisions to increase operational efficiencies and reduce costs.



### Optimizing resources

HCP engagement requires trained teams who can balance in-person engagement with digital engagement as part of a broader omnichannel strategy. To fill skills gaps or optimize costs, deploying trained sales specialists who operate as an extension of your team can ease the burden and provide valuable skills to analyze your go-to-market plan, target audiences, monitor, and measure results when and where you need them.

# The IQVIA difference: Seamless and smart personalized HCP engagement that powers exceptional brand experiences

| <b>IDENTIFY</b>    | <b>ENGAGE</b>   | <b>MEASURE</b>    | <b>OPTIMIZE</b>    |
|---|--|--|---|
| <p>Gain greater accuracy using our privacy-forward, target HCPs, advanced profile, clinical, and contextual data.</p>   | <p>Coordinate HCP reach across all channels with advanced capabilities and highly personalized campaigns.</p>  | <p>Unparalleled data and reporting on key performance metrics, access campaign effectiveness, and ROI analysis.</p>  | <p>Analytics, tools, and staff resources tailored to maximize impact and optimize resources.</p>  |
| <ul style="list-style-type: none"> <li>• Custom segmented audiences</li> <li>• Curated audiences</li> <li>• Authenticated, high-quality lists</li> <li>• Insights-based audiences</li> <li>• Largest HCP survey data</li> </ul> | <ul style="list-style-type: none"> <li>• Personalized customer journeys</li> <li>• Next Best Action</li> <li>• HCP content preferences</li> <li>• Contextualized triggered engagements</li> <li>• Social/advertising/ email/in-person</li> </ul> | <ul style="list-style-type: none"> <li>• Campaign reporting</li> <li>• Market, channel, and competitive metrics</li> <li>• Promotional impact</li> <li>• Performance trends</li> <li>• Metrics, dashboards, analytics</li> </ul> | <ul style="list-style-type: none"> <li>• Behavioral insights</li> <li>• Media optimization platform (Navigator)</li> <li>• Plan, activate, measure (Lasso)</li> <li>• Contract sales, medical sales (CSMS)</li> </ul> |

IQVIA's consumer solutions scale to fit your organization's goals, whether you need support for a specific channel, audience, or campaign initiative. Our team of experts have the tools and expertise to drive smarter decisions to optimize your business.



## About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).