

# IQVIA HCP Engagement Playbook

*A complete approach to rethinking the future of HCP engagement and making your brands shine*

Healthcare professionals (HCPs) play a vital role in shaping consumer brand perception. In a recent IQVIA Consumer Health survey on dermo cosmetics, almost 90% of respondents said a recommendation from an HCP had a high or moderate impact on their purchasing decision.

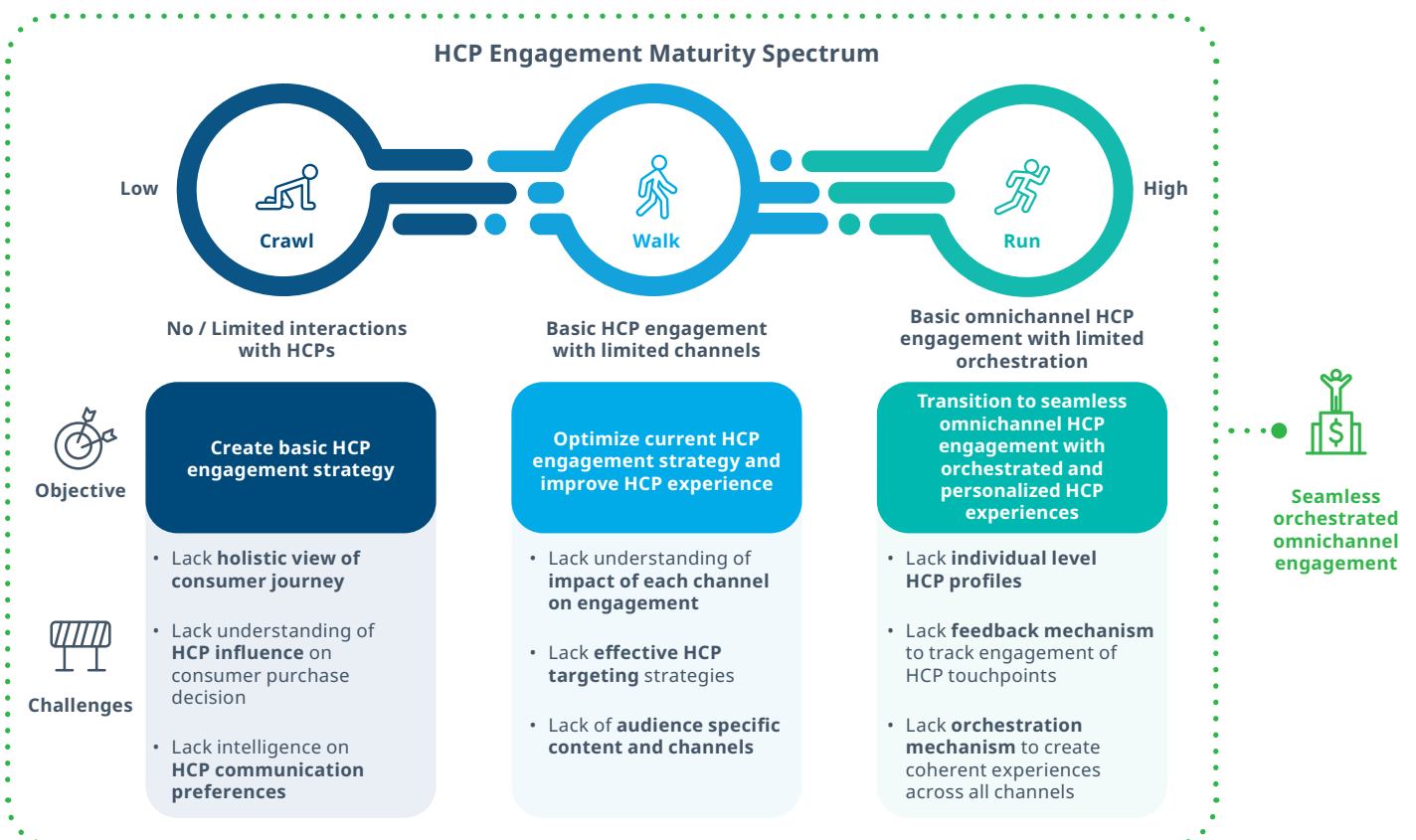
Though the level of influence varies by geography and product category, HCPs have enduring power in building consumer trust. However, traditional engagement models are no longer effective emphasized by recent disruptive events. A greater HCP control over brand engagement and easy to use omnichannel options personalized to their needs are required.



Moving forward, companies will need to build new partnerships internally with their sales and other operational teams, as well as with external vendors. **IQVIA's HCP Engagement Playbook** looks to develop a customized, objective-based engagement model that is relevant, efficient and effective.

## Targeting specific HCP engagement needs




Not all consumer health firms are the same. They have disparate levels of HCP engagement maturity with different engagement objectives and face different challenges.





## Finding the solution one step at a time

IQVIA helps you develop and execute an omnichannel HCP engagement strategy by guiding you through each step of the process while asking relevant questions and providing answers through customizable offerings.

PHASES	IQVIA OFFERINGS
 <p><b>CRAWL PHASE</b></p>	<p><b>IQVIA helps you create a basic HCP engagement plan by:</b></p> <ul style="list-style-type: none"> <li>• Identifying relevant HCPs for the brand</li> <li>• Understanding their communication preferences</li> </ul>
 <p><b>WALK PHASE</b></p>	<p><b>IQVIA helps you optimize a basic engagement plan by:</b></p> <ul style="list-style-type: none"> <li>• Measuring the performance of each channel and creating optimal budget allocation</li> <li>• Identifying unique HCP segments to improve targeting and creating of relevant customized content</li> </ul>
 <p><b>RUN PHASE</b></p>	<p><b>IQVIA helps you create a seamless orchestrated omnichannel experience for HCPs by:</b></p> <ul style="list-style-type: none"> <li>• Offering technology solutions to create a holistic view of engagement on all channels</li> <li>• Real-time intelligence to personalize engagement</li> <li>• Designing optimal organizational structure to efficiently implement the omnichannel strategy</li> </ul>

The world has changed. We are here to help.  
Contact us today to learn more about omnichannel HCP engagement in consumer health.

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