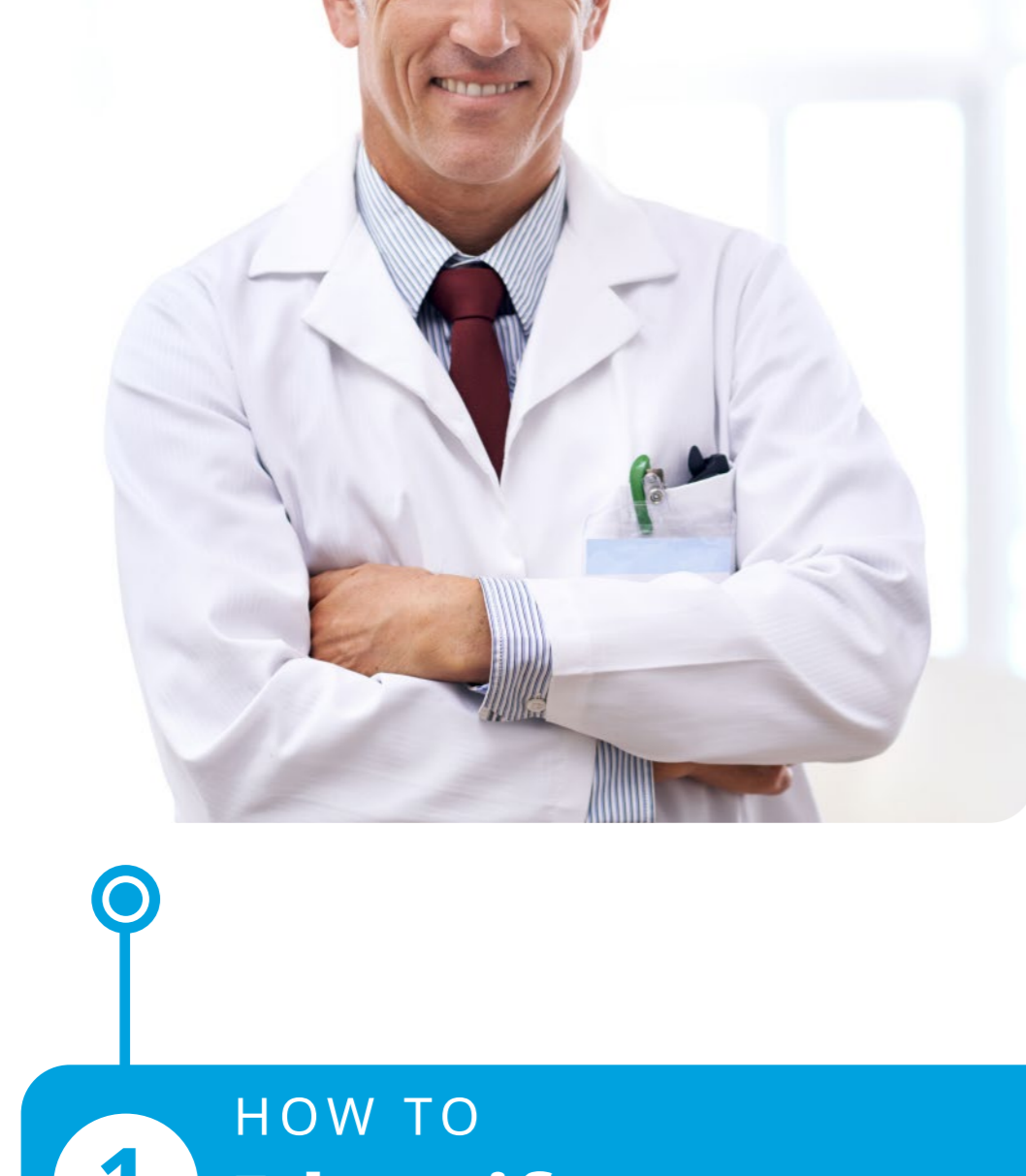


Discover a More Comprehensive Solution for HCP Engagement

Find out how IQVIA's integrated alerts solution can transform physician outreach.



Commercial teams have traditionally relied on only reactive reports such as practice setting and patient volume information to find and engage with healthcare providers (HCPs). But by the time an alert gets sent about a recently diagnosed patient, it may be too late: **The doctor may have already made a decision.**

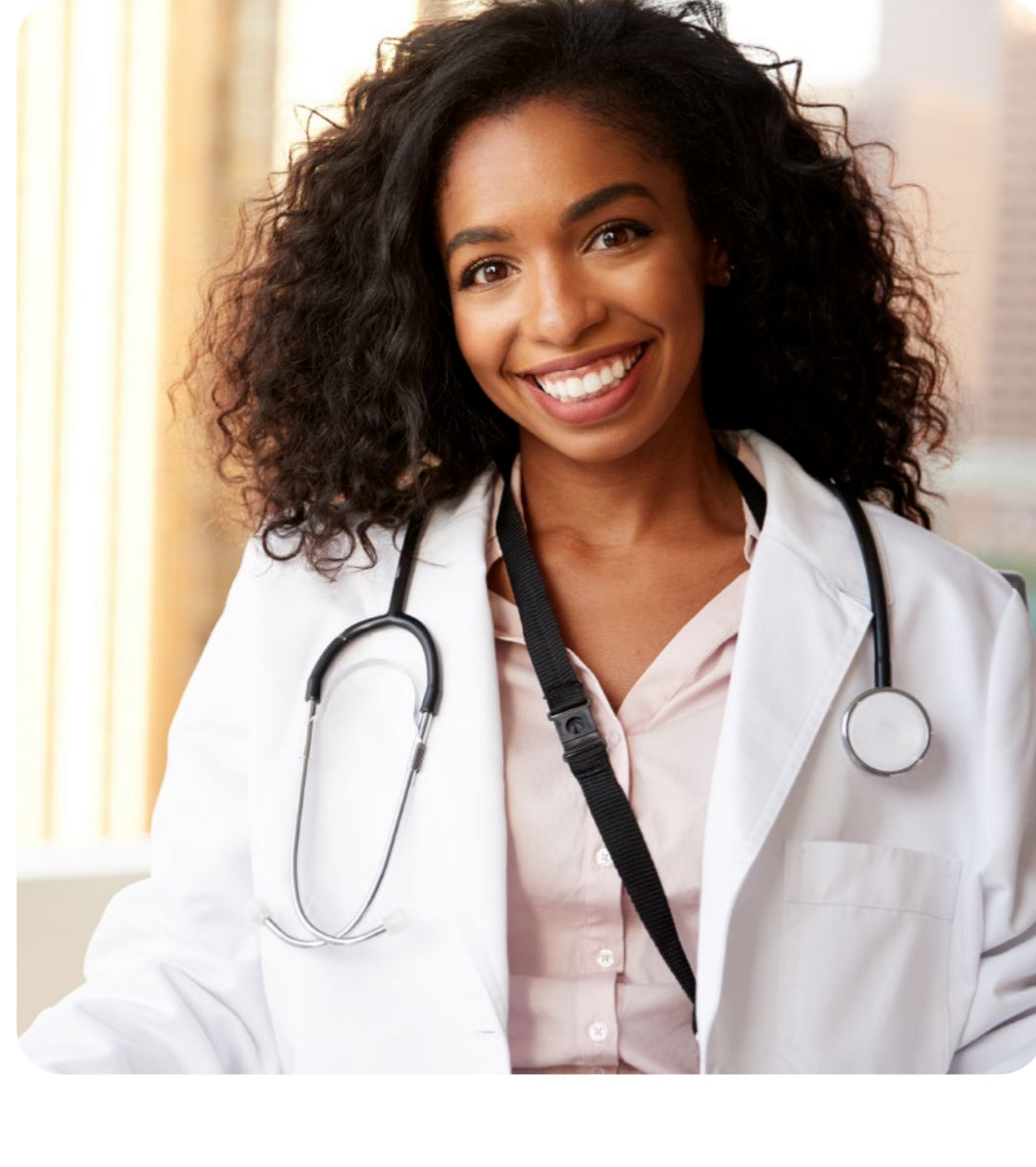
That's why healthcare companies often benefit from combining proactive, real-time insights into their existing engagement strategy. **IQVIA's integrated alerts solution can help.** This solution combines Field Alerts with IQVIA's Audience Identity Manager® XR (AIM XR) technology.

1 HOW TO Identify my opportunities

- What patient, HCP, or account-level event should I act on?**
- New patient diagnosis
 - Lab values
 - Uncoded patient
 - HCP receptiveness
 - Disease progression
 - Therapy adherence
 - Claim rejection/reversal
 - Readmissions
 - Line therapy progression
 - Treatment response

The Field Alerts capability applies AI to IQVIA's robust anonymized patient data, enabling analysis of complex patient journey interactions.

When combined with the medical research behavioral insights of AIM XR, you can proactively reach the right HCPs before a medical event or decision occurs.



35% Rx uplift*
Identify targets who matter most to your business

IQVIA'S Field Alerts can help

Identify the right providers before medical decisions are made.

Up to 25% more*
relevant specialists identified with AIM XR

IQVIA'S AIM XR can help

Better inform your field sales representatives in their outreach.

2 HOW TO Choose the right data

What is the best data to use to create real-time alerts customized to my objectives?

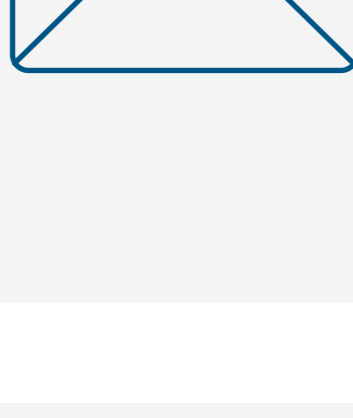
IQVIA has the curated data, technology and expertise in healthcare, clinical coding, therapy areas and AI/ML data science required to deliver a successful Alert program.

Get the most complete picture of an HCP by combining deterministic digital behavioral insights from AIM XR and the largest and most robust databases available (IQVIA OneKey®, IQVIA Xponent®, medical and Pharmacy claims) from Field Alerts.



IQVIA Integration

- Healthcare data experts
- Clinical coding experts
- AI/ML experts



Core Alerts Datasets

- Prescription claims
- Labs
- Medical claims
- HCOS/OneKey®
- Hospital claims
- Health plan (adjudicated) claims
- HCP digital behavioral activity
- HCP scientific expert data
- EMR
- HCP peer influence data



Enrichment Datasets

- Consumer data
- Specialty pharma
- Patient hubs
- Others as available

Up to 8% improvement*
in precision with claims data plus AIM XR



IQVIA'S AIM XR can help

Better inform your field sales representatives in their outreach.

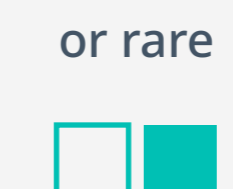
3 HOW TO Design the right alerts

IQVIA's integrated alerts are customized to your business priorities to ensure the right mix of proactive and reactive alerts regardless of complexity.

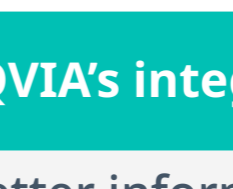
Proactive:
Predicted indicators of clinical events

Reactive:
Act on recent clinical events

Simple or complex



Common or rare



25% Rx uplift and 25% increase in revenue*
Send time-sensitive and non-urgent alerts



IQVIA's integrated alerts can help

Better inform your field sales representatives in their outreach.

4 HOW TO Develop a deployment strategy

What's the right alerts strategy to successfully achieve my organizational goals?

Multiple alerts can be coordinated and prioritized to optimize use and messaging.

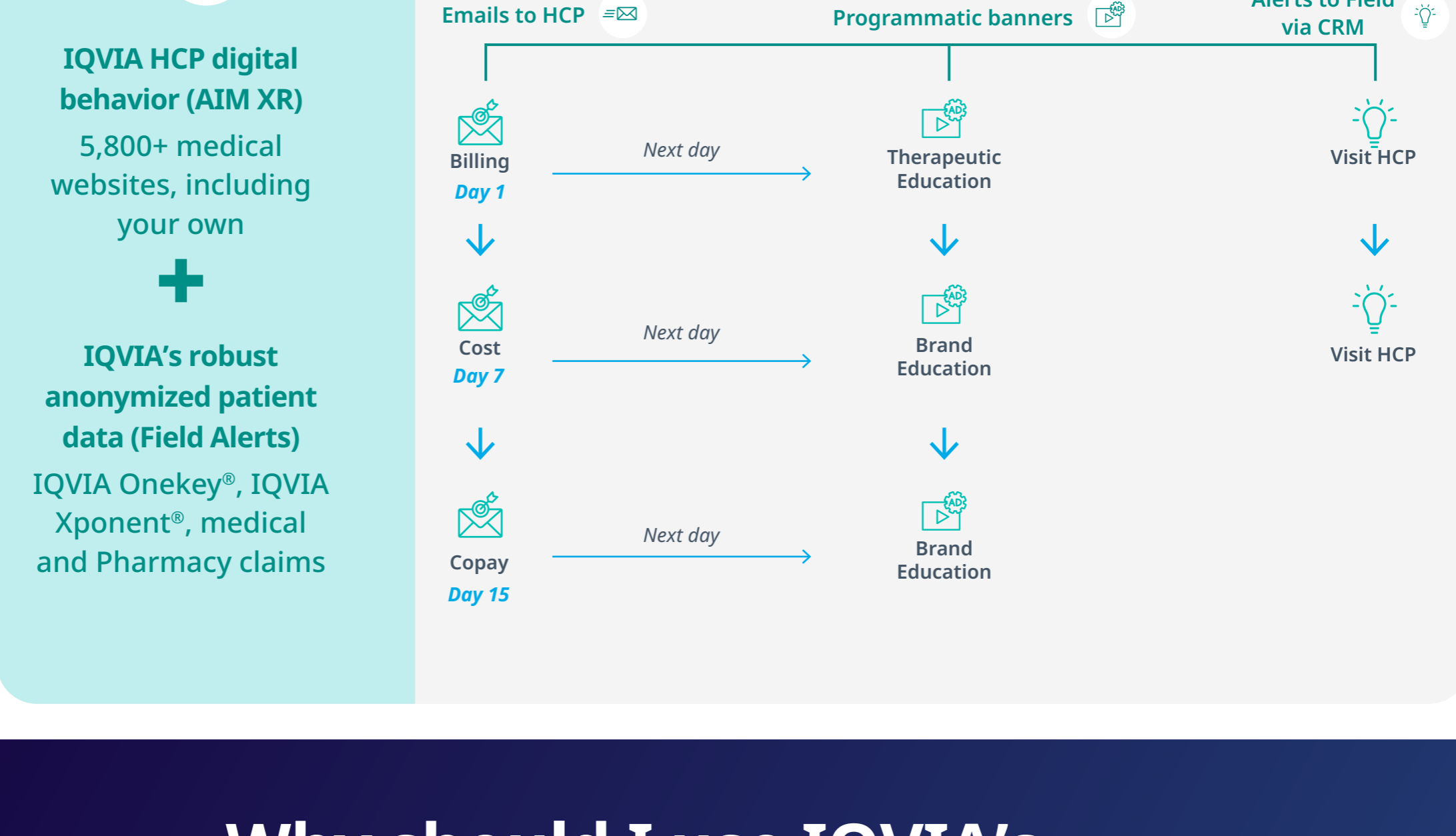
- Delivery mechanism
- Alert format
- Delivery frequency
- Alert enrichment
- Ongoing measurement



20% increase in new patient starts*
Send the right message at the right time

IQVIA's integrated alerts can help

Identify the right providers before medical decisions are made.



Why should I use IQVIA's integrated alerts?

- ✓ Get the most complete picture of HCPs who matter most to your business.
- ✓ Empower personalized HCP engagement
- ✓ Stay ahead of the curve with time-sensitive alerts and faster delivery
- ✓ Get rid of noise and confusion with focused alerting



Best in class data inputs



IQVIA AI/ML & Alerts Manager Expertise



Consultative approach and tailored alerts

Avoid unproductive conversations with the wrong prospects. Use IQVIA's integrated alerts to identify and engage with the right HCPs at the right time, with the right message.

Talk to us!

Grab 15 minutes to learn how you can optimize your omnichannel engagement.

Not ready to have a conversation? Click below to get more resources.

[Speak to an expert](#)

[Explore on your own](#)

*These are values that various IQVIA customers have achieved. Results may vary. This solution is only available in the United States.