

Embracing Intelligence to Meet New Field Engagement Challenges

Helping commercial and medical field teams work with clarity, confidence, and impact

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Driving success for commercial and medical field teams looks very different in today's pharma environment than it did just a few years ago. Engagement models have expanded across channels, customer expectations continue to rise, and scientific conversations have become more complex. At the same time, access to healthcare providers (HCPs) is harder to secure and quality face time is increasingly constrained.

Sales representatives and Medical Science Liaisons (MSLs) are working harder than ever. The real challenge is helping them focus that effort where it creates the greatest impact, with relevant context at their fingertips and clear guidance on what to do next.



The reality field teams are navigating every day

Sales reps and MSLs operate across territories, systems, and channels that were never designed to work seamlessly together. Customer profiles, prescribing data, engagement history, formulary status, scientific activity, and digital signals live in different places. Preparing for a single interaction often requires searching, reconciling, and validating information across multiple tools.

Even with significant investments in CRM platforms, analytics, and next best action systems, many field teams still spend too much time preparing and not enough time engaging. Insights arrive too late, recommendations feel disconnected from real world context, and critical signals are buried in dashboards or notifications.

The cost of this fragmentation is not just inefficiency. It is missed opportunities, slow response to change, and diminished confidence in the field.

For commercial leaders, this creates a difficult question. How do you equip teams to act with precision when the environment is anything but simple?

MORE DATA IS NOT THE ANSWER

Most pharma organizations already have a wealth of data. The issue is not access. It is actionability in the moment.

Moving from information delivery to intelligent support

Agentic AI represents a shift from passive assistance to active, reasoning based support. Rather than simply retrieving information, agentic systems continuously synthesize structured and unstructured data, evaluate context, and execute complex workflows on behalf of users.

This means intelligence that can:

- Anticipate what matters for a specific HCP or Key Opinion Leader (KOL) in the moment
- Prioritize actions based on real time commercial, medical, and market context
- Translate signals into clear, explainable guidance
- Learn from prior interactions and adapt over time

An important note: Agentic AI does not replace human judgment. It augments it by handling the complexity and preparation that slows teams down, allowing reps and MSLs to focus on meaningful engagement.

For Field teams, agentic AI

- Prioritizes effort by dynamically adjusting HCP focus and next best actions as access, schedules, and market conditions change
- Accelerates preparation by synthesizing prescribing trends, engagement history, and formulary context into a single view
- Improves relevance at the point of engagement by aligning messages, content, and channels to observed behavior

Result: More focus on the actions that drive impact and a reduction in constant tradeoffs between preparation, access, and execution

For MSLs, agentic AI

- Unifies scientific context by integrating publications, trial activity, congressional activity, and prior interactions
- Maintains continuity of dialogue by summarizing discussions, tracking open questions, and adapting as evidence evolves
- Reduces administrative effort by streamlining documentation and insight capture

Result: Less time spent preparing and documenting, and more time engaging with consistency and credibility and advancing trusted scientific exchange

Key figures:

FOR FIELD TEAMS	FOR MSL
>20% prescription uplift within 6 months when AI-enabled targeting and orchestration were applied	>100 hours saved annually per MSL through automation and intelligent support
Target list coverage increased by 12–26% in controlled pilot studies	50%+ increase in expert/KOL coverage with AI-supported orchestration

Making intelligence work in the real world

A collaborative layer across existing CRM environments

CRM platforms remain essential for planning, execution, and measurement. Agentic AI is most effective when it operates alongside both established and modern CRM environments, extending their value rather than displacing them.

By integrating into existing workflows and respecting prior investments, agentic AI reduces complexity for field teams while minimizing disruption for IT and operations. Intelligence becomes a collaborative layer that enhances usability and context, rather than another system to manage.

Adoption follows naturally when intelligent support feels embedded, trusted, and aligned with how teams already work. In regulated environments that trust depends on strong governance, data integrity, and confidence that insights are accurate, compliant, and appropriate for engagement.











Equally important, intelligent support must respect existing CRM investments, strengthening established ecosystems rather than disrupting them. **When field teams are supported by intelligence that fits their reality, the impact compounds:**

 Time is redirected from administration to engagement	 Conversations become more focused and relevant	 Scientific exchange is better informed and more meaningful	 Leaders gain greater confidence in execution, not just strategy
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For commercial and medical leaders, the ultimate outcome is not simply better efficiency. It is a field force that operates with clarity, confidence, and consistency.

What this looks like in practice

This vision is already taking shape across the full HCP engagement journey with IQVIA Field Force Agent:

 <p>Engaging HCPs wherever they are</p> <ul style="list-style-type: none"> • Continuous omnichannel HCP engagement • Connected interactions across channels 	 <p>Adaptive design across devices</p> <ul style="list-style-type: none"> • Optimized for field workflows • Consistent experience on any device
 <p>Smarter territory analysis</p> <ul style="list-style-type: none"> • Real time territory priorities • Faster response to change 	 <p>Beyond the CRM: expanded HCP context</p> <ul style="list-style-type: none"> • Broader, real world HCP insight • More relevant conversations
 <p>Pre call, in call, post call intelligence</p> <ul style="list-style-type: none"> • More effective calls, less prep • Insight driven conversations 	 <p>Seamless integration over disruption</p> <ul style="list-style-type: none"> • Works within existing CRM • No new platforms to manage
 <p>Mobility with offline capabilities</p> <ul style="list-style-type: none"> • Full productivity anywhere • Works online or offline 	 <p>Trusted data foundation</p> <ul style="list-style-type: none"> • Accurate, unified HCP profiles • Healthcare grade intelligence
 <p>Voice enabled intelligence</p> <ul style="list-style-type: none"> • Faster CRM updates by voice • Less admin, better data 	 <p>Governance built in</p> <ul style="list-style-type: none"> • Compliant by design • Trusted insights for regulated use

IQVIA Field Force Agent is designed to work alongside both legacy and modern CRM platforms, integrating into existing commercial ecosystems to extend context, intelligence, and confidence at the point of engagement. Rather than introducing another system to manage, it builds on current workflows and partnerships to help field teams focus on what matters most in each interaction.

A smarter path forward for field excellence

The future of field effectiveness is not about adding more tools. It is about enabling teams to work intelligently in the moments that matter most.

Built for collaboration, IQVIA Field Force Agent brings intelligence into the CRM environments that commercial and medical teams already trust, helping organizations move forward without starting over.



Intelligence that travels with your field team.

[Explore more.](#)



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