

Digital Promotion Hub for High-Equity Established Brands

Driving efficiency and reach across European markets

A leading global pharmaceutical company, managing a large portfolio of high-equity primary care brands, faced the challenge of maintaining commercial performance while improving operational efficiency. With a broad Healthcare Professional (HCP) audience to engage across multiple countries, the company sought a scalable solution that could support both regional and local promotional needs.



Strategic challenge

Traditional rep-driven models were proving increasingly resource-intensive and less effective in reaching the full spectrum of HCPs. The company needed a more agile, cost-effective approach to sustain brand visibility and engagement — without compromising on quality or compliance.



Solution

The company partnered with IQVIA to establish a pure play digital promotion hub across 15 European markets. This hub enabled centralized coordination with a single point of contact per country, supporting category, access, pricing, and promotional teams. IQVIA led change management, content creation, and omnichannel deployment, ensuring seamless execution across diverse markets.



Results

- 30% increase in HCP coverage within 9 months through digital engagement versus traditional field force models
- Slowed the rate of sales decline by approximately 20%
- Reduced operational expenditure by ~50% through the transition from rep-based to digital and self-service promotional tools
- Free up internal resources to focus on strategic growth brands

Pure play digital promotion hub to promote high equity established brands across broad range of countries

Our vision for the EU promotion Hub is to **transform from local to a PAN-EU** approach, **simplifying and synergizing** opportunities while building a **digital pure play CoE**



Optimize operational spend



Reduce complexity



Background

- Big global pharma, focus on increasing efficiency and innovation in its go to market approach
- Large established primary care portfolio with high equity brands
- Need to cover large HCP customer base
- Reorganization and headcount reduction on country and regional level



Solution

- Regional partnership to setup pure play digital promotion hub for 2 established primary care brands across 15 markets
- Pharmaco in charge of regulatory, access, pricing, distribution with single point of contact on country level
- Partner in charge of brand planning, content creation, omnichannel deployment



Impact/benefits

- 30% higher HCP coverage through focus on wide ranging engagement channels
- Slowdown in sales decline from -8% to -2%
- Reduced OPEX investment through focus on low cost channels and off shore deployment team
- Free up resources for focus brands



Strategic takeaways

- Optimize operational spend: Streamlined promotional investments by shifting to lower-cost digital channels
- Reduce complexity: Simplified execution through a centralized, scalable model that supports local market needs

Whatever the path taken for established brands, organizations need to consider market conditions, as well as strategic and operational factors. IQVIA is fully equipped to provide end-to-end support across foundational success factors. [Explore IQVIA Established Brands Optimization](#) for a clear and confident strategy to revitalize your established brands profitability and growth.