

Delivering Scalable, Compliant HCP Engagement in Women's Health

How IQVIA powered a global digital strategy for a leading pharmaceutical company

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Engaging Healthcare Professionals (HCPs) at scale has become both an opportunity and a challenge for life sciences organizations. As digital channels mature, email remains one of the most effective ways to reach HCPs with timely, relevant information, but only when campaigns are executed with precision, speed, and compliance across markets.

A leading pharmaceutical company focused on women's health, recognized the need to expand its digital outreach to HCPs across multiple geographies. To do so successfully, the organization required a partner with the right combination of technology, operational expertise, and data assets to deliver high-quality campaigns. With a longstanding relationship already in place, the company turned to IQVIA once again to support this next phase of its global digital marketing strategy.

Situation: The need for scalable, targeted HCP engagement

The customer was seeking a partner with the capabilities and infrastructure to effectively target and engage HCPs with the right messaging across multiple countries. While the organization had strong internal expertise in developing compelling, market relevant content, it required external support to **execute campaign delivery at a global level**.

In addition to execution capabilities, the company needed access to a robust, reliable database that could support HCP targeting at scale. This included syndicated data and verified HCP email addresses to ensure outreach efforts were both compliant and effective.

Having previously partnered with IQVIA, the company trusted IQVIA's ability to combine data, technology, and operational rigor to deliver measurable outcomes. The objective was clear: launch a **global email campaign** that could consistently reach HCPs across markets while maintaining quality, speed, and regulatory compliance.



Challenges: From content creation to global execution

Although the pharmaceutical company was well equipped to create high-quality campaign content, several challenges stood in the way of global execution.

First, the organization lacked an internal team dedicated to deploying large-scale email campaigns. Managing the technical complexities of HTML templates, email delivery systems required expertise and time that the team didn't have. HTML received from external agencies were often overly complex, containing excessive code, poor image to text ratios and inconsistencies across devices and email clients. These issues could negatively impact deliverability, engagement rates, and brand perception among HCP audiences.

Second, executing campaigns across multiple countries introduced significant operational complexity. Each market brought its own compliance requirements, approval processes, and timing considerations. Without a centralized delivery model, ensuring consistency and one-time execution across regions would be difficult.



The IQVIA Solution: Global email campaign deployment

After assessing the company's needs, IQVIA proposed leveraging its **Marketing Operations Center of Excellence (CoE)** to deliver a comprehensive global **email campaign delivery solution**.

The customer selected IQVIA to support on the design and execute the outreach campaign, beginning with launches in key markets including Spain, Italy, and Brazil. These initial deployments established a strong foundation and validated the delivery model.

Following successful execution, the campaign expanded to additional geographies, including the United Kingdom and Australia, demonstrating the scalability of the approach.



Global email campaign execution

IQVIA managed the entire global email campaign lifecycle, from setup through deployment including compliance checks and final delivery. Each campaign was executed in alignment with local regulations, opt-in requirements, and approval processes, ensuring consistency without compromising regional standards.

A key differentiator was IQVIA's agility. While the standard agreement defined a ten-day lead time for campaign launches, IQVIA consistently prioritized urgent and high impact requests. In many cases, campaigns were launched within one to two days, and occasionally even on the same day, without sacrificing quality or compliance.



Analytics and performance reporting

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Ensuring quality, compliance, and technical excellence

Quality was a central requirement for the company's global stakeholders, and IQVIA embedded rigorous controls throughout the delivery process.

A rigorous two-layer QA framework ensured high performance:

- **Functional testing** verified links, CTAs, and dynamic elements to ensure campaigns worked exactly as intended
- **Rendering validation**, ensured consistent display across devices and email clients

This meticulous approach **minimized risk and ensured a high-quality experience for HCP recipients in every market.**



Addressing HTML and technical challenges

One of the biggest challenges was the complexity of the HTML files. Excessive code, poor optimization, and rendering issues threatened engagement and deliverability. IQVIA developed email templates to ensure compliance and performance. They optimized existing code for faster load times and better deliverability and applied best practices to protect domain health, reduce bounce rates, and maintain a strong sender reputation.

Looking ahead

As life sciences organizations continue to scale digital engagement, this partnership highlights the importance of combining data, technology, and operational excellence.

By delivering speed without compromise and quality at scale, IQVIA enabled the company to achieve its global marketing objectives while building a strong foundation for future growth.

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Demonstrating value and impact

The partnership delivered strong and measurable results:



Expanded HCP reach: The campaign successfully exceeded the company's targets for HCP engagement across participating markets



Improved engagement:

- Open rate: 35% (vs. 15–25% benchmark)
- CTR: 1.8% (vs. 1–3% benchmark)
- Lower-than-average unsubscribe rates participating markets



Operational efficiency: Campaign turnaround times were reduced considerably, enabling rapid responses to market needs, without compromising quality



Scalable global model: Successful execution in initial markets enabled confident expansion into additional geographies. With a total of 406,891 emails sent, the campaign effectively targeted the right HCPs



Client confidence: The company expressed strong confidence in IQVIA's agility, quality, and governance, leading to ongoing collaboration and an expanded scope of services.

This was enormously beneficial for the company and the quality of the work IQVIA delivered, exceeded customers' expectations and showed confidence in starting another project with IQVIA.