

# Increase Online HCP Outreach Without Compliance Risks

*IQVIA's HealthCare Authenticator enables a leading biopharmaceutical company to effectively and compliantly engage HCPs by providing barrier-free access to their research information platform*

## Challenge

### **Limited marketing resources in a highly regulated market**

Ferring Pharmaceuticals aimed to inform and update a large community of healthcare professionals about its research and development in assisted reproductive technologies and its innovative fertility treatments. To achieve this, it was imperative for Ferring to maximize the impact of its digital HCP engagement initiatives and extend the reach of its sales force.

However, compliantly engaging HCPs via digital means presented several challenges:

- Limited marketing resources to work with.
- All product-related and promotional communication initiatives aimed at HCPs required compliance to government regulations, which direct that medical information access be restricted to HCPs only.
- HCPs needed to be accurately identified; however, a lengthy registration and authentication process could deter them from readily accessing information.
- HCP communication needed to be personalized for effective HCP engagement.

## Solution

### **A self-served portal that drives HCP engagement while ensuring compliance**

To ensure ready authentication and identification of HCPs visiting Ferring's online content platform, Ferring

partnered with IQVIA to implement the HealthCare Authenticator (HCA), which was also recommended to Ferring by their system integrator.

The IQVIA HCA simplifies the user journey for HCPs. At the time of registration, they are required to share only basic information, since the HCPs' identity is automatically verified in real time using IQVIA's OneKey database, which contains more than 24 million HCP profiles in 116 countries.

Occasionally, if the real-time verification of HCPs is unsuccessful, the HCP information is sent automatically to the IQVIA's research associates in the corresponding geography, who manually validate the HCP based on various complementary local data sources. This process eliminates the need for biopharmaceutical companies to deploy costly internal resources for verifying HCP identities.

The HCA also facilitates the registration of HCPs with its single sign-on feature, which works across numerous websites. For instance, if an HCP already has a OneKey HCA account associated with either a medical publisher or another life sciences company's website, it can be seamlessly and transparently used on Ferring's portal.

Additionally, based on the HCP's identification and information stored in IQVIA's OneKey database, the HCA provides valuable insights about HCPs, thus enabling easy customization of content based on HCPs' preferences.

*“At Ferring Pharmaceuticals, we’re focused on maternal health because we want to help couples achieve their dream of becoming parents, which is especially vital in a world with a declining birthrate. We do this through assisted reproductive technologies, in-vitro fertilization, and other treatments. IQVIA gives us the means to raise awareness of these and other life-changing paths to parenthood, helping us deliver messages of hope to more people in less time, with less manual effort, and without risk.”*

**VIRGINIA PEDANA**  
Senior Product Manager  
Ferring Pharmaceuticals

#### **ABOUT FERRING PHARMACEUTICALS**

Ferring Pharmaceuticals is a Swiss-based, privately owned biopharmaceutical company that researches and develops therapies to improve reproductive viability and maternal, gastroenterological, and urological health.

## Results

### **A readily accessible and compliant source of content for HCPs**

With the IQVIA HCA, Ferring pharmaceuticals has been able to:

- Readily ensure compliance with regulations, which requires life sciences companies to restrict access of product or promotional content only to the HCPs.
- Implement an HCA-embedded medical content portal for healthcare professionals within four weeks.
- Register more than 200 new HCPs within a few months of the platform’s launch.
- Virtually view HCP details and identity verification status in an intuitive dashboard in real-time while also managing accounts access.
- Personalize content for HCPs based on an HCP’s identity and behaviour insights.
- Adopt a standardized solution that is scalable across content portals in other geographies and offerings such as webinars and events.

To learn more, visit the [IQVIA HealthCare Authenticator webpage](#) and schedule time to speak with a member of the team.