




# IQVIA HCP Engagement

*Connect with HCPs more meaningfully — making every interaction timely, relevant and measurably productive*

IQVIA HCP Engagement helps life sciences organizations connect with healthcare professionals (HCPs) through personalized engagement strategies. By combining IQVIA Healthcare-grade AI<sup>®</sup>, advanced analytics and deep domain expertise, IQVIA clarifies HCP behavior and focuses on the decision-makers who matter most — enabling better preparation, more precise targeting, and stronger execution across sales and marketing efforts.

 <b>Sales rep productivity</b>  <b>27% time savings</b> in HCP call prep and follow-up	 <b>Predictive impact</b>  <b>35% prescribing lift</b> with predictive modeling and automated alerts	 <b>MSL deployment</b>  <b>150+ medical science liaisons</b> active across global markets
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## How IQVIA helps

### Field engagement planning

Effective field planning depends on knowing where each HCP is in the decision cycle and aligning outreach. By bringing together treatment activity and digital behavior, teams can prioritize who, when and how to engage across field and digital channels. AI-powered assistance consolidates insights to strengthen call preparation, prioritization and scheduling, while reducing overcontact and misaligned engagement. IQVIA enables coordinated planning to guide the right message at the right moment without increasing operational burden.

### Field engagement deployment

Strong execution turns engagement strategy into measurable field impact. Field deployment should combine people, technology and AI so teams can maintain market presence, adapt quickly to changing HCP needs, and deliver compliant, high-quality interactions across markets. IQVIA supports field engagement at scale through flexible deployment and outsourcing models backed by 5,000+ professionals, enabling organizations to expand, adapt and optimize field engagement from launch through maturity.

### Field performance reporting

Performance reporting creates value only when it reveals what is working and what to change next. By connecting call activity with outcome signals and real-time KPIs, leaders gain visibility by HCP, territory and segment. Persona-based insights make it easier to prioritize urgent actions and refine targeting, messaging and engagement mix as conditions shift. IQVIA consolidates access to reporting and recommendations, reducing friction and enabling continuous improvement as part of day-to-day field operations.

## Digital marketing planning

Digital planning breaks down when visibility into HCP data is fragmented across systems and channels. A unified view is essential to prioritize audiences, sequence messages, and align digital engagement with field activity across the HCP journey. Teams can translate behavior and performance signals into smarter decisions about relevance and frequency so digital programs can adapt as needs evolve. IQVIA enables an integrated data ecosystem that brings behavioral and digital insights together at the HCP level, improving segmentation accuracy and downstream engagement performance.



## Digital marketing performance reporting

In digital engagement, performance reporting must support rapid learning and continuous refinement, not just retrospective measurement. Having actionable insights into campaign effectiveness helps teams adjust targeting, cadence and content as conditions change. IQVIA enables continuous optimization by presenting digital performance signals in clear, decision-ready views, making it easier to determine where optimization is needed and translate insight into measurable improvements.

## Digital marketing deployment

Effective execution is critical for fast, consistent and compliant digital engagement. Digital strategies must be orchestrated and adjusted as HCP behavior and performance signals evolve, so teams can optimize audience targeting and message delivery without sacrificing governance. IQVIA enables seamless execution at scale by coordinating digital deployment with field activity and creating a more cohesive HCP experience, while maintaining efficiency.

## All supported by IQVIA AI

AI creates value in HCP engagement when it helps teams interpret complex data, prioritize actions, and deliver more relevant engagement. It supports better preparation and more consistent execution across field and digital channels. IQVIA embeds AI across planning, deployment and performance workflows, enabling responsive decisions while maintaining transparency, governance and trust.

*Turn insights into meaningful engagement and measurable impact across field and digital channels.*



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