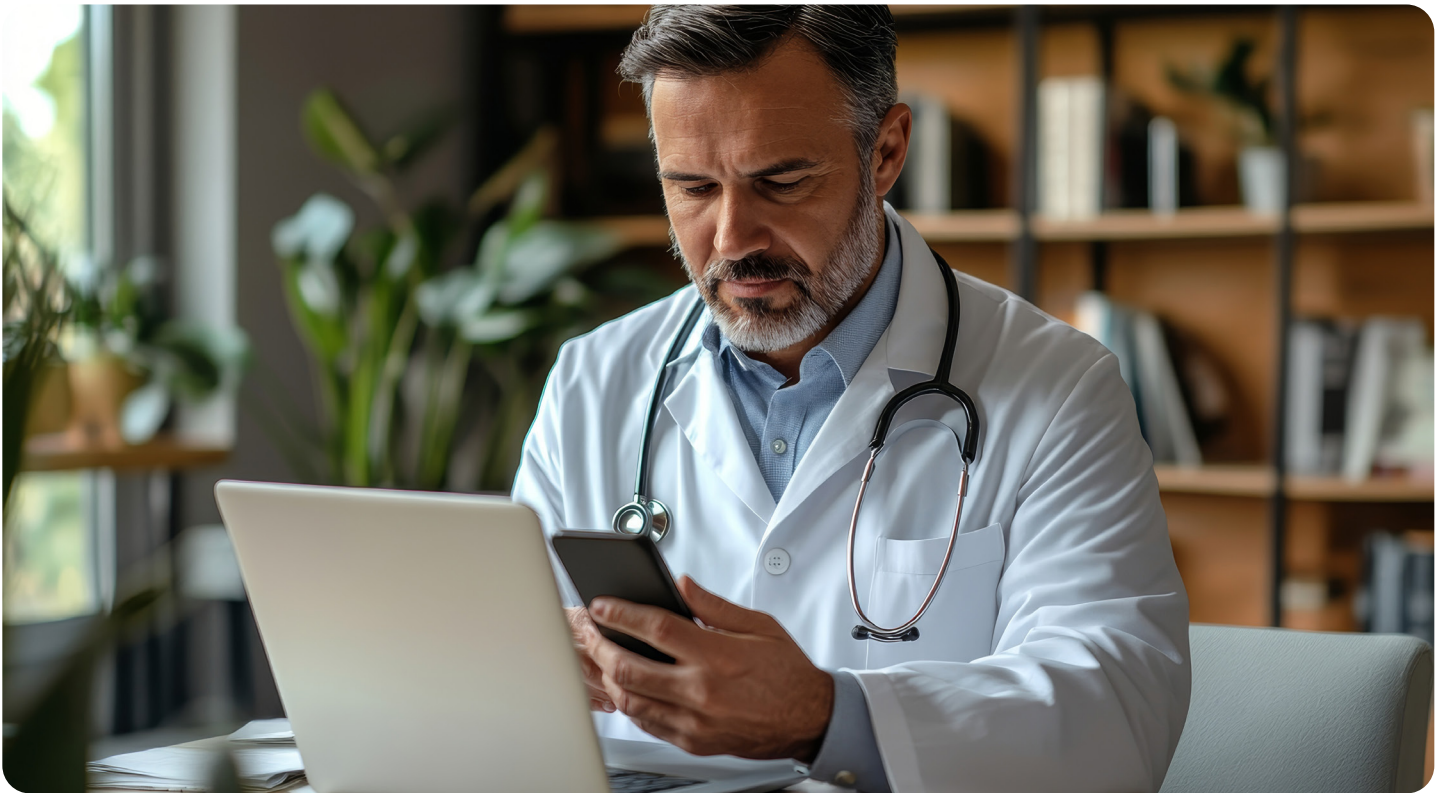


IQVIA HealthCare Authenticator (HCA)

A seamless solution to enable and streamline HCP access to your digital channels

Healthcare Professionals (HCPs) are increasingly embracing digital platforms to access relevant insights and exchange opinions with peers. In response, life sciences companies are striving to offer tailored solutions, services, and events — such as emails, websites, mobile apps, virtual events, medical education platforms, webinars, and peer-to-peer sessions.



However, despite these efforts and regardless the marketing channels they use to invite them (emails, smart mails, programmatic ads, social media, SMS, etc.), outreach often struggles to attract HCPs. A key barrier is the cumbersome registration and login processes.

In many countries, verifying that visitors to life sciences companies' digital channels are HCPs — and collecting their consent — is mandatory for regulatory compliance.

This often results in repetitive requests for personal information and multiple account creations, leading to frustration and reduced engagement.

At the same time, life sciences companies aim to gather detailed user data (profiles, visit paths, interests, etc.), integrate it into their ecosystems, and use it to enhance digital experiences and optimize omnichannel strategies.

HealthCare Authenticator: A game-changer in HCP identification and access

IQVIA HealthCare Authenticator (HCA) is a solution that can be implemented on any webpage, website, or mobile app. It simplifies HCP authentication and consent collection, enhancing user experience and reducing drop-off rates.



Remove entry barriers from your digital channels: HCA enables life sciences companies to invite HCPs via email, smart mail, SMS, or banner ads using HCA magic links or QR codes. These links direct HCPs to the appropriate channel, automatically registering them, collecting consents, and logging them in — without requiring sign-up form completion.



Provide HCPs with a master key: When an HCP registers or is invited via an HCA magic link or QR code, a global HCA single sign-on (SSO) session is activated in their browser. This allows seamless access to any HCA-enabled channel without needing to enter credentials or fill-out sign-up form.



Accelerate HCP community growth: HCA offers an API that integrates with marketing automation tools or CRMs to generate magic links and QR codes automatically. This capability can be extended to third-party providers, enabling them to run HCA-powered campaigns and create accounts on the fly — rapidly expanding your HCP community.



Identify users of your digital channels: HCPs accessing digital channels directly can register via HCA's sign-up process, which verifies their identity using OneKey data (covering 25 million HCPs and 6 million healthcare organizations across 117 countries), or manually if needed — even if the company does not subscribe to OneKey.



Streamline HCP consent collection: Using HCA's online self-care tool, companies can define and manage the consents they wish to collect. HCA gathers these consents during initial registration (after sign-up form, connecting with credentials, via SSO or magic links) and updates them during subsequent sign-ins whenever changes occur.

Transformative benefits of HealthCare Authenticator



Leverage customer insights:

Authenticate and identify users, integrating OneKey profiles and consents into your ecosystem via HCA's native REST APIs



Enhance omnichannel campaigns:

Improve campaign performance by removing access barriers with HCA magic links and SSO, reducing drop-off rates



Expand HCP network:

Instantly grow your HCP community with on-the-fly account creation and foster long-term loyalty

Make it easier for HCPs to interact with your brand

Drive deeper HCP engagement in your targeted campaigns with IQVIA HealthCare Authenticator — eliminating access barriers, simplifying consent collection, and accelerating the growth of a connected HCP community.