

# Improve decision making and elevate HCP engagement with OCE+

*IQVIA OCE is now powered by the IQVIA Next Best recommendation engine to embed behavior-changing intelligence and AI decision support directly into your workflows.*

**The insight you need, when you need it, at the moment of decision making.**

While personalized messaging isn't new, the advancement of technology and desire for convenience have made it an expectation.

But, commercial teams' productivity is often hindered when trapped in a single-view dashboard and separated from business processes, so they don't have the insight they need, when they need it, at the moment of decision-making.

To drive demonstrable change across life science organizations, IQVIA Orchestrated Customer Engagement (OCE) and IQVIA Next Best have come together to enable a smarter way to work so you exceed HCP expectations and achieve new levels of success.



\*SmarterHQ. Privacy and personalization report. SmarterHQ. Retrieved March 2022 from <https://smarterhq.com/privacy-report>

## The power of one click

OCE+ embeds behavior-changing intelligence and AI decision support into daily workflows to help commercial teams confidently engage with HCPs in the most contextually relevant way.



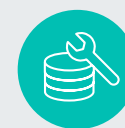
### Fueled by IQVIA Connected Intelligence™

- Brings together unmatched data, advanced analytics and AIML algorithms to generate the insights that matter most to you
- Ingrains a customer-centric view to allow for greater adoption of insight



### Decision-enhancing intelligent recommendations

- **Contextual:** Key insights at the right time and place
- **Actionable:** Visual prompts and guides make it easy to act
- **Trackable:** Monitor status and user actions



### For you, by you

- Over 35 pre-built algorithm templates that can be customized to your unique needs
- Interoperable with your existing environment
- Open architecture platform seamlessly integrates with other systems

# Work smarter, not harder with OCE+



Up to  
25%

increase in HCP engagements

Uncover high-value HCPs and personalize outreach to improve engagement effectiveness and customer satisfaction



Up to  
20%

increase in RX Sales

Boost revenue growth and field productivity by reaching the right HCPs with the most impactful message via preferred channels



Up to  
60%

adoption rate in the first week of implementation

Empower field users to become top performers with AI decision support in daily workflows

## Delivering the best

IQVIA OCE powered by Next Best provides the accuracy, speed and confidence commercial teams need to engage the right HCP, at the right time, with the right message through their preferred channels. With this new powerful synergy, you can cut through digital noise to deliver seamless, personalized customer experiences.



### Behavior-changing capabilities

User-specific smart workflows include triggers and visual prompts to improve decision-making when it matters most.



### Personalization at scale

Customer-centric omnichannel journeys personalized based on continuously updated HCP preferences and behaviors deliver the right content across the right channel, time and place.



### Disruption-free intelligence

Improve productivity and increase adoption of insights with intelligence seamlessly embedded within workflows.



### Self-optimizing

Always smarter and always learning through a continuous feedback loop of performance data and interaction history for real-time and optimized engagements.



### Fast, efficient decision making

Transform decision making with AI-driven recommendations surfaced when and where they're most likely to be acted on.



### Compliant

Embedded compliance in workflows mitigate risk at the point of interaction for a more seamless experience.