

IQVIA HCP/O Engagement Management

Transforming HCP/O engagement management globally

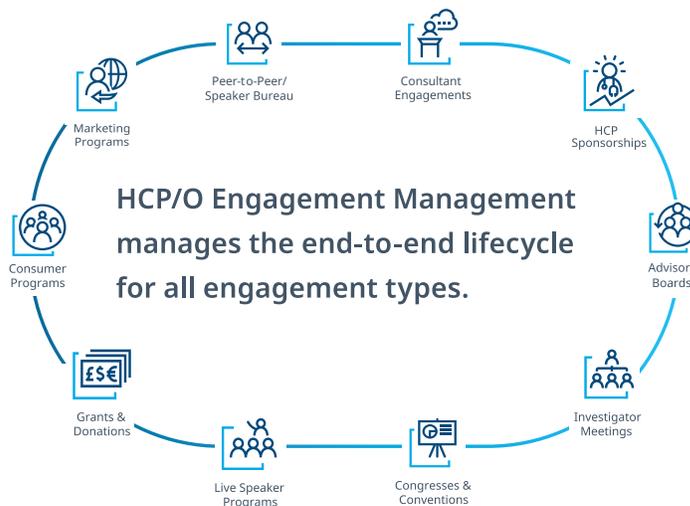
IQVIA HCP/O Engagement Management brings to market a single platform for HCP engagement management and compensation, with advanced capabilities—enabling life sciences companies to collaborate with Healthcare Providers and Organizations (HCPs/Os) in a compliant and transparent manner.

Why HCP/O engagement management?

Life sciences companies engage with HCPs/Os across their business every day. These interactions are driving critical research, education, marketing, commercial, and patient focused activities at the core of our industry. These engagements come under intense scrutiny by governments, industry groups, and the media, as all must have a documented, legitimate business rationale, meet Fair Market Value guidelines, capture detailed contracts, and proof of performance—all prior to payment.

HCP/O Engagement Management delivers a comprehensive solution for all engagements, supporting all key users in the engagement process, with an advanced global rules engine—optimizing engagements and minimizing

A single platform for all funding requests, sponsorships & HCP/HCO engagements



risk. Intelligent workflows, consumer grade UI/UX, and seamless connectivity make HCP/O Engagement Management a best-in-class experience.

HCP/O Engagement Management enables native integration with CRM and existing data sources, for full integration into commercial and compliance ecosystems. Purpose built for life sciences, HCP/O Engagement Management delivers seamless business hand-offs across departments, enabling a 360° view of the customer. Unleashing the full power of CRM, this end-to-end solution manages the full engagement life cycle, delivering efficient and compliant engagements.

HCP/O Engagement Management delivers next-level value through:

- *Intelligent decision making*
- *Integrated HCP Experience*
- *Seamless integration*
- *Orchestrated Customer Engagement ecosystem*
- *Industry expertise, guidance, and knowledge*

IQVIA HCP/O Engagement Management provides key business benefits across the organization:

- *Enhanced usability provides simplicity and guidance*
- *Streamlined workflows reduce submission, approval, and payment duration*
- *Automated and embedded business rules enable compliance*

Deliver a best-in-class HCP experience

Designed with the end-user in mind, the HCP Portal delivers centralized and coordinated communication with HCPs. This single portal for all interactions delivers a consistent HCP experience across each touchpoint, containing all necessary event information including billing, contracts, training, policy access, and expense management.

Streamline engagements and increase visibility through orchestration

HCP/O Engagement Management unifies business processes across the entire enterprise, delivering consistent hand-offs across departments. Orchestration supports unique functions for each user and engagement type, while enabling a 360° view of the customer. Fitting seamlessly into existing IT ecosystems, this unified solution eliminates the need for patchwork applications and adapts to your evolving technical and business requirements.

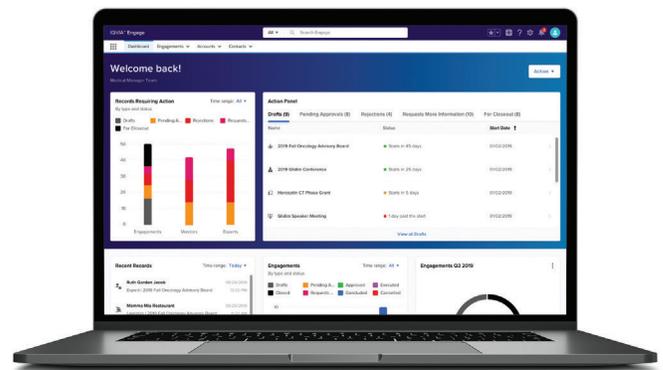
Mitigate risk with embedded compliance

A flexible rules engine with embedded regulatory intelligence eliminates the burden of global and local compliance, with IQVIA legal teams continually providing regulatory updates. Manage global compliance risk with risk-based approval workflows, embedded FMV and KOL tiering, live monitoring, and integrated data capture for transparency reporting.

Enhance experience with user-centric design And smart capabilities

Intelligent workflows and enhanced usability improve efficiencies, while user-centric design focuses on the business user and HCP experience. Guided actions and intelligent workflows support multiple users, reducing submission, approval, and payment duration— with a consistent look and feel. Key capabilities include:

- Auto-notifications
- Reminders
- Automatic approvals
- Copying of existing requests
- Auto-insert of estimated costs, and more



IQVIA further provides an expert consulting team and meeting planning services, delivering effective and compliant engagements of all types. From logistics and business rules enforcement, to payments, corporate and government reporting, and program evaluation— leverage our experts for complete engagement support, industry expertise and guidance.