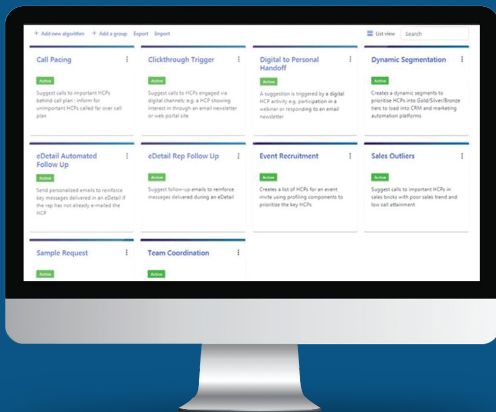


IQVIA Next Best Action

Power focused, contextually relevant HCP engagement with a continuously learning AI/ML-based recommendation engine

IQVIA Next Best Action transforms decision-making by embedding intelligence throughout commercial processes. Designed for easy end-user adoption, it surfaces suggestions and recommendations within workflow technologies, providing intelligence to deliver the right content at the right time through the right channel.



KEY FEATURES:

- Scalable and configurable SaaS platform
- Self-service, with intuitive user interface
- Extensive AI/ML algorithm library or bring your own algorithms
- Pre-built data models and business rules
- Easy integration with data sources, IQVIA OCE, and other CRMs

Intelligence that works the way you do, only better

IQVIA Next Best Action is an open “glass box” solution that’s customer-configurable and continuously learns and improves. It includes built-in data management, prebuilt data connectors and an extensive library of editable, role-specific AI/ML algorithms that can help reduce program costs, accelerate implementation, and quickly produce measurable outcomes.

Connect AI/ML-powered insights and customer engagement to drive business results



Boost adoption rates among end users



Optimize sales activity and engagement



Increase marketing success



Accelerate new product launches



Increase revenue and reduce costs

Meet role-specific needs across commercial operations

BUSINESS USERS



SALES REPRESENTATIVE

Understand which customers to prioritize and why
Better serve customers' needs with more focused engagement



MARKETING MANAGER

Orchestrate messages and actions across channels
Improve return on brand and marketing investments



SALES EXECUTIVE

Improve the efficiency and impact of the sales force
Prioritize to compete more effectively

SUPPORT ROLES



BUSINESS ANALYST

Track adherence to and impact of recommendations
Propose adaptations to algorithms as business needs evolve



DATA SCIENTIST

Adapt existing algorithms to reflect changing needs
Build new algorithms as new business cases emerge



IT OPERATIONS

Fully integrate IQVIA Next Best Action into commercial ecosystem
Enable self-service functions to limit change requests

Get started with business rules, grow to AI/ML

IQVIA Next Best Action can fit your needs no matter where you are on your intelligent recommendations journey. Get started quickly using business rules, then progress to AI/ML use cases. IQVIA can help you succeed with governance, best practices, and change management. So you can move your brand and healthcare forward by redefining HCP engagement with decision intelligence.

Contact us today to learn more about how you can move your brand and healthcare forward by adding decision intelligence to your HCP engagement strategy.



CONTACT US
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