

# OCE Remote Engagement

*Optimize your multichannel sales strategy by empowering reps to engage remotely with customers*

With health care providers (HCPs and Pharmacists) busier than ever and access to them more restricted, Consumer Health organizations are seeking new ways to conduct personal engagements with their customers. OCE Remote Engagement from IQVIA empowers commercial teams to optimize HCPs and Pharmacists interactions with a convenient, flexible and compliant virtual solution.

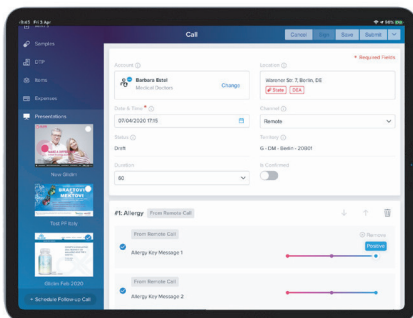


*Interact  
with your  
customers  
remotely*



## An intrinsic part of OCE Personal

Remote Engagement is natively integrated with OCE Personal, providing sales and medical professionals with a personal engagement channel whose versatility is of growing importance. OCE Personal orchestrates virtual interactions in the context of the overall customer relationship, for instance combining information acquired during remote sessions with data from face-to-face, phone, as well as other personal and digital channels. There are multiple integration points between OCE Remote Engagement and OCE Personal to help teams track progress, enhance customer profiling, and fine tune sales strategy:



- Email invitations to HCPs and Pharmacists directly from OCE Personal, and track responses
- Launch the Remote Engagement player from the call screen
- Display one or more presentations and reuse content from face-to-face details
- Capture topics, products, customer reactions, survey results, and more in the Activity History
- Record customer preferences to ensure the right communications to HCPs/ Pharmacists

OCE Remote Engagement uses cloud-based content including video, voice, and animations to deliver a memorable and interactive experience.

## OCE ADMINISTRATOR CONTROL

OCE Remote Engagement integration extends to the OCE Admin Console. Administrators can distribute territory-based content for a brand team, assign product messages to content, and designate mandatory content for delivery during remote interactions.

### PRODUCTIVE AND FLEXIBLE FOR BUSY PROFESSIONALS

Remote engagement sessions are flexible to arrange and focus on information exchange, building customer trust in this personal channel.

- Optimizes rep schedules
- Eliminates unnecessary travel and wait time
- Enables appointment changes on the fly
- Provides flexible times for personalized customer interactions
- Drives prescriber satisfaction with focused, efficient engagements

### INTUITIVE AND SEAMLESS CONNECTIONS

OCE Remote Engagement starts up instantly in different configurations. Scalable and reliable technology helps guarantee reliable calls.

- Join using most devices and browsers with no additional downloads
- Leverage screen sharing option

### PERSONALIZED AND MEMORABLE INTERACTIONS

Consumer Health teams use dynamic tools with one or more customers and increase retention levels among participants.

- Incorporate video, voice, and digital assets
- Enable up to 50 participants per session
- Control the microphone and camera functions
- Make requests for remote signatures
- Ensure teams use approved HTML5 and PDF CLM content
- Deliver a consistent CLM experience to customers



Give customers the convenience of connecting on any browser and on any device, including smart phones and tablets.

### COMPLIANT AND SECURE

Remote Engagement keeps a record of all remote interactions for tracking purposes. Customers gain peace of mind with compliance measures including GDPR data privacy, legal disclaimers, securely-stored legible content, and Adverse Event escalation. With no need for HCPs and Pharmacists to download local software, OCE Remote Engagement protects against malware and phishing attacks.