

# IQVIA OneKey Global Marketing Services

*Boost brand visibility with precision customer engagement*

As healthcare professionals (HCPs) embrace new digital platforms, commercial teams are leveraging a broader range of channels to engage with them. However, managing more channels presents additional challenges. IQVIA OneKey Global Marketing Services experts design and deploy campaigns for effective and meaningful engagement. By integrating the most comprehensive HCP data and implementing advanced digital automation across various countries, we enable life sciences organizations to achieve genuine omnichannel engagement.

With over 40 local marketing service teams worldwide, coordinated by a central global unit, we are equipped to support life sciences teams in launching a wide array of campaigns. Whether it's promotional, safety-related, regulatory, or consent-driven, our focus is on developing

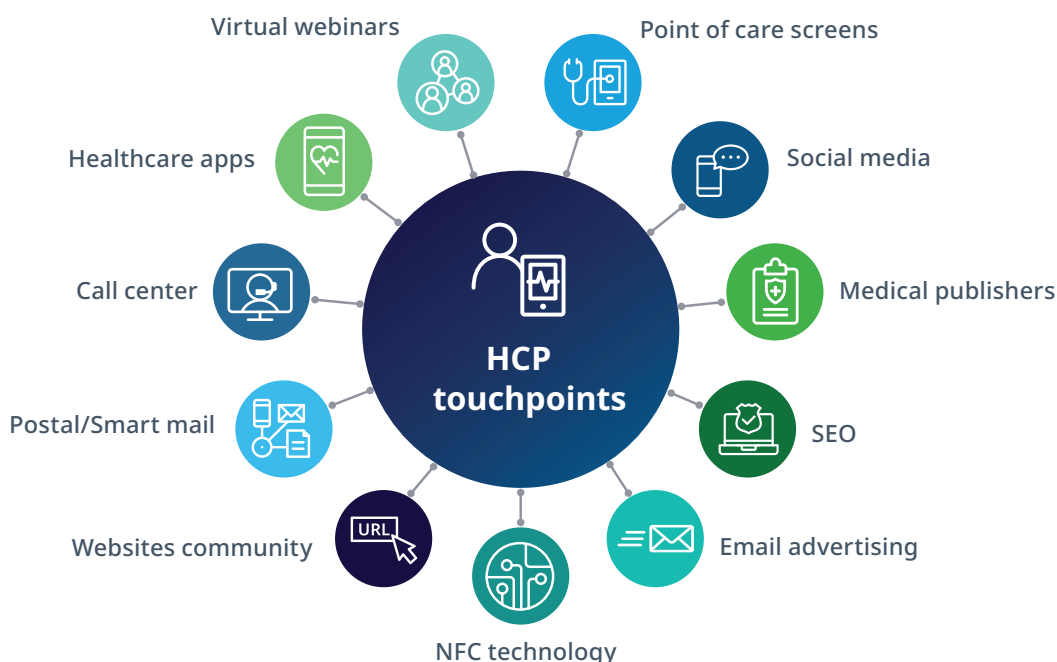
bespoke engagement strategies that are in perfect harmony with each client's specific goals. Our dedication lies in enabling you to reach healthcare professionals in the most effective and meaningful ways.

## Unparalleled data and expertise to reach audiences with relevant, differentiated messages

IQVIA OneKey Global Marketing Services is powered by OneKey, the world's largest and most comprehensive source of global HCP reference data, providing a multidimensional view of your customers to inform compelling, adaptive engagement. With more than 25M HCPs and 250-1,000 data attributes per profile, we enable a real-time, nuanced understanding of the right message, channels, and timing.

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### Enhance HCP Engagement: Optimize touchpoints with a dynamic, harmonized omnichannel strategy



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## OneKey Global Marketing Services team can support your life sciences business



### HCP Patient and consumer communications

- Custom-designed, multi-country omnichannel campaigns to assist customers in promoting webinars, digital campaigns, and other educational and medical content.
- Leveraging HCP/O attribute, preference, and behavior insights from OneKey data, strategic targeting and creation of digital campaigns occur across social media, banners, and point-of-care channels.



### Consent gathering

- GDPR-compliant data enrichment includes HCP-consented emails and mobile numbers, facilitating remote engagement while adhering to channel permissions and local regulations.



### Risk management services

- Centralized dissemination of Risk Minimization Measures, utilizing OneKey data and strictly adhering to local authorities' requirements.
- Communication of adverse events via educational materials and direct outreach to HCPs/Os.



### HCP Recruitment for CT and studies

- Facilitating live engagement with HCPs through a holistic and personalized journey to improve trial recruitment and raise awareness about products in the pipeline and active study programs.



### Data privacy notification services

- Providing automated notifications to healthcare professionals (HCPs) and other relevant parties regarding the usage of their data.
- Ensuring data governance and harmonization to comply with local and regional data privacy regulations, including GDPR.



### Inbound and outbound support services

- Inbound services feature a dedicated team available 24/7 to process HCPs requests promptly and reliably. These requests span from technical support related to medical devices to reporting adverse events.
- Outbound services involve reaching out to HCPs to provide treatment information, request engagement consent, and collect contact details.



### Offsite marketing resources

- Marketing activation and campaign management are areas that can benefit from partial or full operational outsourcing.
- IQVIA provides a dedicated team of resources to address work fluctuations for clients, whether for a short or long period of time.
- Customers can choose from a multidisciplinary expertise based on their specific needs.



### HCP online communities

- Networking platform designed to engage with HCPs, powered by Graph-AI
- A community where HCPs access scientific content, webinars, discussion groups, and the ability to build microsites and activate marketing ads
- A one-stop shop for stakeholder engagement

## Benefits of collaborating with our team include:

- **Single point of expertise:** Gain unparalleled access to a centralized hub of global and local knowledge, streamlining your campaign management.
- **Compliant communication:** Utilize our consented email solutions, meticulously designed to respect and comply with the diverse data privacy laws across regions.
- **Trusted network:** Leverage our robust network of partners, including call centers, print mail services, inbound specialists, and programmatic providers, all committed to your campaign's success.
- **End-to-End Support:** Benefit from our all-encompassing assistance, which covers every aspect of your campaign from initial data collection to final execution.

### Impact and experience



Harness the power of precise omnichannel engagement. Leverage trusted expertise and deep HCP insights to deliver impactful connections at every touchpoint with [IQVIA OneKey Global Marketing Services](https://iqvia.com/onekeymarketingservices).



**CONTACT US**

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