

IQVIA Field Force Agent

An AI-powered assistant that transforms how field teams prepare, engage, and perform

Get real-time insights, recommendations, and summaries backed by agentic AI through a conversational interface. Field Force Agent integrates seamlessly with CRM systems to provide personalized, actionable intelligence that enhances productivity and field engagement effectiveness.

Smarter Prep. Stronger Engagement. Real Results.

360° HCP/HCO View

Real-time, unified insights from CRM, call notes, IQVIA data, and public sources

Actionable Recommendations

Next best actions, messages, and channels—driven by live data analysis

Built-In IQVIA Intelligence

Pre-integrated datasets for faster setup and instant impact



Multi-Format Delivery

Insights in voice, slides, and email—built for how field teams work

Fast, Frictionless Deployment

Agent-ready templates and harmonized data—no dashboards needed

Proven Impact

27%

time saving in HCPs call preparation and follow-up

85%

user satisfaction on HCP insights generated and ease of use

17%

more multichannel equivalent calls made by reps using the agent

For every rep, every day



Streamlined
pre-call prep



On-demand
targeting



Centralized
HCP view



Personalized
recommendations



Compliant
interactions

Your edge in every interaction

IQVIA Field Force Agent delivers AI-powered insights that streamline planning, connect fragmented data, and personalize HCP engagement. Built for life sciences field teams—from sales to medical sciences liaisons (MSLs) and account management—it helps drive informed, high-impact conversations every day. *Also available for teams in consumer health and medical devices.*

One agent, multiple personas



Sales

Effectively communicate treatment value



Key Account Managers

Optimize outreach to healthcare systems



MSLs

Deliver scientific value with confidence



Managers

Guide teams performance signals



Field intelligence that works the way you need it to



What did I discuss on my last call with Dr. Smith?



Summarize Dr. Kim's scientific engagement history.



Which pharmacies in my territory are low on cold and flu stock?



Drive new levels of performance, enhance efficiencies, and improve patient outcomes with IQVIA *Healthcare-grade AI™*. Learn more at [IQVIA.com/AI](https://iqvia.com/AI)

Request a demo

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