

IQVIA HCP Engagement

From evidence generation to measurable outcomes, IQVIA HCP Engagement enables you to plan, generate, and disseminate trusted medical evidence that drives engagements, demonstrates value and supports practice change.

Medical affairs and commercial engagement



Medical strategy and engagement



Scientific content and medical information



Medical communications



Field teams and digital marketing

QUESTIONS ANSWERED

- How can I use data to inform Medical Strategy development?
- Am I solving for KOL blind spots which may be limiting engagement?
- How can I communicate scientific data through the most compelling content, tailored to a deep understanding of my audiences' needs?
- What are stakeholder questions telling us about unmet information needs and evidence gaps?
- How can I accelerate the educational journey for HCPs from clinical development to launch and beyond?
- Am I communicating the scientific narrative effectively to the stakeholders who matter most?
- Am I delivering on our medical objectives?
- How can I create maximum opportunities for field team engagement via communications activities?
- How can I extend the reach of my communications activities and content?

BUSINESS VALUE

- Insight-driven strategy powered by studies, experts, and IQVIA data
- Facilitate measurable evidence-based change in clinical practice through medical affairs strategy
- Efficient evidence generation and insight capture to inform decision-making
- Inform strategy, evidence generation and engagement with data-driven insights from medical inquiries
- Ensure connected insights drive content strategy
- Trusted scientific answers that support safe and effective product use
- Global, compliant, technology-enabled delivery of consistent medical information at scale
- Maximise key engagement opportunities at congresses and medical meetings
- Effective Medical Communications to provide clinical context to product data and value story, enabling product uptake at launch
- Understand and reach stakeholders early with relevant and tailored educational content
- Extend reach and relevance of content to drive field team engagements
- Streamline field and digital efforts for unified outreach and cohesive messaging
- Improve effectiveness and engagement via highly personalized insights

CAPABILITIES

- Portfolio and product positioning and innovation narrative
- Medical affairs capability benchmarking
- Product/disease strategy and planning
- Evidence generation strategy and planning
- KOL identification and engagement in Expert Ecosystem
- Medical insights/scientific data analysis
- Evidence dissemination and publication planning
- Creation of robust medical and scientific content
- Medical review and certification
- Medical inquiry and response management
- Medical communications strategy and execution across channels and stakeholder groups
- Comprehensive congress support
- Independent and/or accredited medical education
- Peer to peer communities and learning programmes
- Pre-engagement targeting to identify priority HCPs and channel preferences
- Equipping right-sized field teams with the right scientific message, content and channel strategy
- Sequencing follow-up through digital, peer, and inside sales channels
- Real-time HCP profiles and AI-driven recommendations

INPUTS

- World's largest data lake of publications and conference citations and scientific SOV*
- Medical Affairs expertise to benchmark and improve operational excellence
- Recognized leader in Medical Affairs strategy by independent research
- Continuous insight into stakeholder questions, unmet needs and evidence gaps
- Medical communications expertise to ensure compelling and scientifically rigorous responses
- Global scientific meeting intelligence to support timely, relevant medical information delivery
- IQVIA global data assets spanning publications, conference abstracts and stakeholder profiles
- Continuous stakeholder engagement insight to refine messaging and address evidence gaps
- Real-world data and insights to tailor communications and maximize clinical impact
- 150+ MSLs active across projects
- Predictive modelling and automated alerts
- HCP data including CRM and digital marketing profiles.
- IQVIA claims data and HCP behavioral insights

Generate and disseminate trustworthy medical and commercial insights

Win the moments that matter with evidence-led HCP engagement — connecting science, content channels, and field execution to drive confident decisions, improve performance, and advance patient outcomes through trusted insights, AI-driven precision, and coordinated action with measurable impact.

BENEFITS

43k

scientific meetings
monitored annually
generating **2.13M**
abstracts

>90%

in-house medical
team have advanced
degrees (PhDs,
MDs, PharmDs)

600+

strategic
communications
experts worldwide

25M
HCPs

engaged in **130**
countries

Top 20 of
20 pharma

companies are supported
by IQVIA communication
and education



Connect with HCPs more effectively through:

- Timely and relevant engagements
- Trusted medical evidence across the asset lifecycle
- Plan, generate, and disseminate trusted evidence
- Enable evidence-led stakeholder engagement
- Better healthcare decisions and patient outcomes



Learn more or speak with an expert at

iqvia.com/HCPEngagement