

Access unparalleled insights about omnichannel engagement across the life sciences industry with IQVIA ChannelDynamics®

Using data-driven intelligence, better understand how your sales teams are performing and how marketing messages are resonating with HCPs.

Leveraging the voice of more than 30,000 HCPs, IQVIA ChannelDynamics measures channel investment and performance metrics across more than 30 countries. This offers visibility into the dynamics of HCP engagement and evidence of how these interactions impact treatment decisions.

ChannelDynamics offers insights into HCP engagements at scale and with unparalleled granularity

30,000 recruited OneKey panelists from 45 unique specialist groups

800 therapeutic areas

36 countries

25+ essential engagement channels

48,000 manufacturers

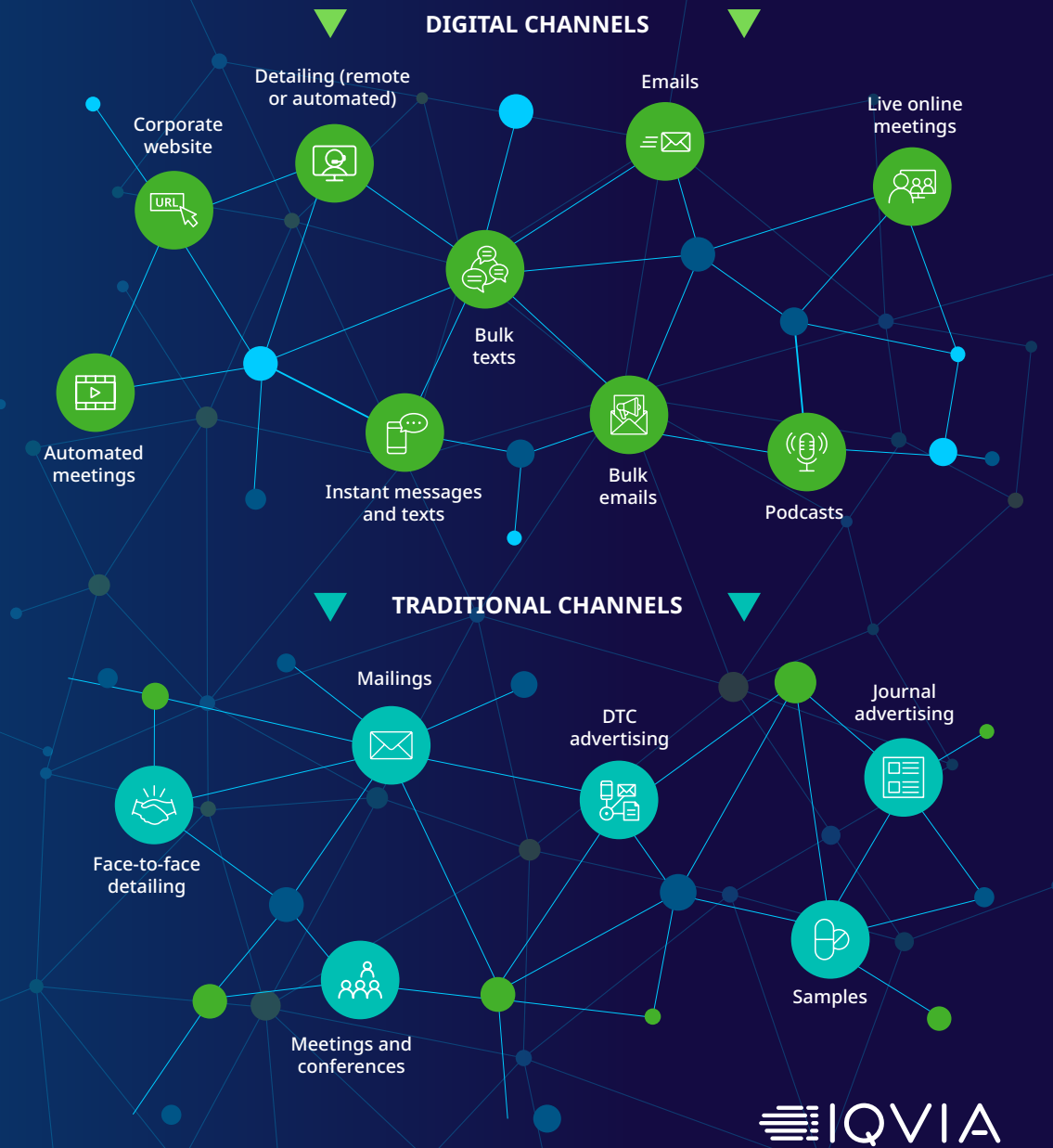
13 years of back data available

4 million+ recalled channel messages per year

300,000+ brands

Quarterly and monthly updates

HCP channel preferences are unique and individual. To meet the high expectations of HCPs, it is imperative to understand which channels are most appreciated, relevant and impactful.



Access an impressive range of key metrics and analysis

ChannelDynamics can answer essential business questions and power effective omnichannel engagement

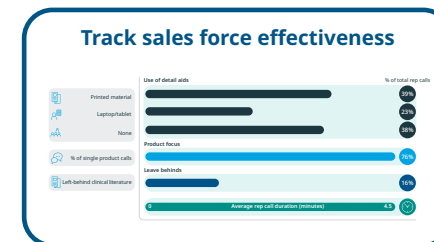
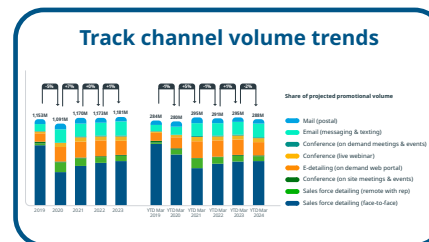
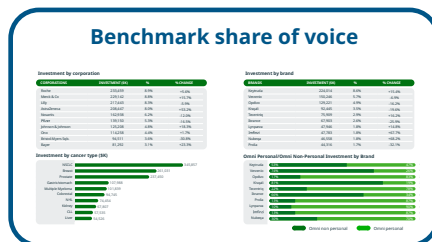
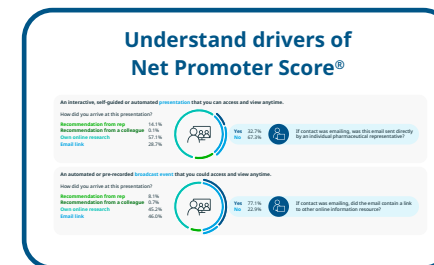
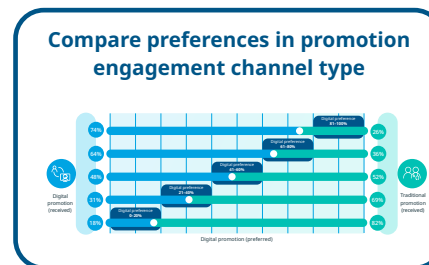
Q: Engage: Does my company or brand have a competitive share of omnichannel engagement volume (contacts and spend)?

Q: Communicate: Does my company or brand offer a rich omnichannel mix via which we can convey our product benefits to HCPs? How does our mix benchmark against competitors? What are my or my competitor's strengths, weaknesses, opportunities and threats?

Q: Adapt: Is my omnichannel mix aligned with HCP preferences? Are we delivering the right mix according to reported HCP channel preference?

Q: Convince: How do HCPs perceive my omnichannel engagement in terms of quality of content and Net Promoter Score?

Q: Convert: Does my share of engagement, omnichannel mix and the resulting perception result in "conversion"? In other words, will HCPs start Rx, increase Rx, or remain loyal prescribers based on my omnichannel strategy and tactical deployment?



Transform your engagement with data-driven intelligence: Request a demo

ChannelDynamics is a syndicated global database of projected omnichannel volume measures and performance metrics. Specifically, information is presented at the country, company, indication and brand level. Essential KPIs and performance metrics are also included, helping to profile competitor engagement dynamics as well as identify relative strengths and weaknesses.

Incorporating data-driven decision making is no longer optional in the life sciences industry. By leveraging ChannelDynamics channel preference information, life sciences companies can better tailor the commercial strategy, thereby optimizing the volume, mix and frequency of interactions. Combining the optimal channel sequence with high-quality content and ensuring it is delivered at the right time is often the key to future success.

Gain even more insight when you combine solutions

ChannelDynamics + OneKey Accelerated Insights The gold standard in powering omnichannel engagement

Bringing together the voice of the customer and individual HCP level insights, the ChannelDynamics and OneKey data sources provide commercial intel that helps drive and optimize omnichannel engagement. The metrics included in the datasets not only support segmentation and targeting efforts but also contribute to implementing a successful omnichannel approach — allowing you to reach your commercial targets more quickly and efficiently.

ChannelDynamics + MIDAS® Impactful ROI analysis

Leveraging the power of IQVIA Connected Intelligence, company, ATC, disease/indication, and brand information are linked to the lowest available level. By connecting MIDAS and ChannelDynamics datasets, actionable insights can help assess the ROI of individual engagement channels.

Ready to transform your omnichannel planning?
Get started today!

CONTACT US

X: @IQVIA_GMI

LinkedIn: [IQVIA Global Market Insights](#)

Email: ChannelDynamics@iqvia.com

iqvia.com/channeldynamics

