



AIM XR

Turning Physician Intent into Referral Growth

*Strengthen relationships and influence referrals with
personalized healthcare provider outreach aligned to
verifiable research behavior.*

Why physician engagement is more challenging than ever

Health systems depend on strong relationships to grow referrals, support priority service lines, and connect patients with the right care. But engaging healthcare providers has never been more difficult.

Physicians are busy, referral networks are complex, and traditional outreach often misses the moments when providers are actively researching treatment options, clinical expertise, or referral pathways.

For physician liaison and marketing teams, the challenge is clear: how do you identify which healthcare providers are showing interest, engage them with relevant information, and turn that engagement into measurable referral growth?



Common challenges include:

MOST OUTREACH MISSES THE MOMENT OF INTEREST

Healthcare providers often research clinical conditions, treatment options, and referral resources online, but marketers and liaisons are likely unaware when that interest occurs or which HCPs are actively engaged.

GENERIC COMMUNICATIONS STRUGGLE TO BREAK THROUGH

Healthcare providers are inundated with emails, ads, and outreach. Broad messaging is easy to ignore when it is not connected to a HCP's demonstrated interests or patient care needs.

REFERRAL GROWTH DEPENDS ON STRONGER PROVIDER ENGAGEMENT

Growing referrals requires more than awareness. Health systems need to build trust, deliver useful information, and stay visible with the healthcare providers most likely to influence volume.

PHYSICIAN OUTREACH IS DIFFICULT TO SCALE

Physician relations and marketing teams cannot manually engage every high-value healthcare provider across every market, specialty, and service line with the same level of consistency and relevance.

To overcome these challenges, health systems need a more precise way to identify, reach, and engage providers when it matters most.

Turn physician intent into action

IQVIA Digital's Audience Identity Manager® XR helps health systems identify healthcare providers who are actively researching clinical topics, treatment options, and referral-related information across disease and treatment content, physician directories, a broad ecosystem of medically relevant websites, and hospital websites. These behavioral insights enable personalized outreach informed by providers' demonstrated interests and engagement.

By connecting real-time healthcare provider research behavior across medically relevant websites and owned digital properties, AIM XR gives physician liaison and marketing teams a more precise way to reach the right HCPs, at the right moment, with information that supports stronger relationships and referral growth.

How AIM XR Helps

REACH HCPS WHEN INTEREST IS HIGHEST

Identify healthcare providers engaging with your organization's digital properties and researching clinical topics, treatment options, and referral-related information across a broad ecosystem of medically relevant websites, so your team can engage them during meaningful moments of interest.

ENGAGE WITH GREATER RELEVANCE

Use observed research behavior and clinical interests to guide both marketing communications and physician outreach, helping teams deliver more relevant engagement based on providers' demonstrated interests and information needs.

SUPPORT STRONGER REFERRAL RELATIONSHIPS

Share timely educational content, referral resources, and service line information that help build trust, strengthen engagement, and influence referral behavior.

EXTEND THE REACH OF YOUR TEAMS

Extend physician liaison and marketing efforts with automated, behavior-triggered email outreach that reaches more high-value healthcare providers across specialties, service lines, and geographies.

By connecting HCP research behavior with personalized engagement, AIM XR helps health systems influence referral decisions, strengthen healthcare relationships, and drive measurable growth.

Case Study

Proof in practice: Johns Hopkins Medicine increases oncology referrals

Johns Hopkins Medicine wanted to strengthen physician engagement and increase referrals to its Proton Therapy Center. Like many health systems, it faced the challenge of reaching busy healthcare providers with relevant information at the right moment, while building referral relationships that could drive measurable growth.

Using IQVIA Digital's AIM XR, Johns Hopkins Medicine identified physicians actively researching oncology-related topics and delivered personalized outreach based on demonstrated interests and behaviors. The result was a more targeted, scalable approach to physician engagement that generated new referrals and measurable return on investment.



How Johns Hopkins Medicine addressed common physician engagement challenges

AIM XR identified physicians researching proton therapy or cancers that may be treated with proton therapy, enabling Johns Hopkins Medicine to engage providers during critical moments of interest.

Instead of relying solely on broad communications, Johns Hopkins Medicine delivered personalized, targeted content aligned to physicians' demonstrated clinical interests.

By identifying physicians actively researching relevant cancer conditions, AIM XR helped support both targeted marketing communications and more informed physician engagement, strengthening referral relationships and increasing awareness of proton therapy services.

Behavioral triggers and automated outreach enabled Johns Hopkins Medicine to engage physicians at scale while maintaining relevance and personalization.

RESULTS



22:1 ROI



28 net-new referring physicians



Increased referrals to proton therapy services



Read the full [Johns Hopkins Medicine](#) success story.

Ready to transform HCP intent into measurable referral growth?

Health systems need more than broad outreach to influence referral behavior. They need a smarter way to identify active physician interest, engage providers with relevance, and connect outreach to measurable growth.

AIM XR helps physician liaison and marketing teams strengthen referral pathways, support priority service lines, and engage high-value providers at scale.

Explore how AIM XR can help your health system reach the right healthcare providers at the right moment.

[Contact us to learn more.](#)

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