



Modern HCP Engagement and Field Effectiveness



Introduction

Today's HCPs are digitally fluent, time constrained, and trust driven. Their decisions about whether to engage often happen before a field representative ever has an opportunity to connect. IQVIA helps pharmaceutical companies identify the HCPs most critical to their brand strategy and to engage them with relevant, personalized experiences at the moments that matter most. Powered by healthcare-grade AI, advanced analytics, behavioral intelligence, and integrated field and congress execution, IQVIA enables brands to translate HCP engagement into measurable business outcomes.

IQVIA HCP Engagement and Field Effectiveness brings together data, content, speaker programs, and field deployment to help brands engage the right HCPs, through the right channels, at the right time. The result is more effective customer engagement that supports key brand goals, including awareness, prescribing behavior, adoption, and long-term growth.



Case study: Shape pre-launch awareness and drive launch momentum



Situation

A large global pharmaceutical company was preparing to launch a pipeline asset for a severe form of asthma built on a newer mechanism of action — a promising therapy that the clinical community had yet to fully understand. To give the launch the strongest possible start, the company set out to build awareness early, spark meaningful engagement among specialists, and carry that momentum straight into launch day.

Solution

Working as an extension of the customer's team, IQVIA established a network of leading allergy and pulmonology experts **a full 24 months ahead of launch** and built an **education platform** of multiple program types and topics. **IQVIA developed all educational and branded content**, then brought it to life through **speaker bureau trainings, virtual speaker programs, and short-form videos** that all rolled out on launch day one. By launch, the market already understood the science and the brand opened with real momentum.

Impact

The early investment paid off well before the first prescription was written. By launch day, IQVIA had **engaged more than 200 leading experts and delivered 17 months of early scientific education across the specialist community.**

Awareness levels increased from 20% to 70%

Awareness levels went from 20% (the starting point 18 months pre-launch) to 70% at the time of product approval, which demonstrates the significance of how important preparing the market is ahead of launch of a novel therapy. **That groundwork meant the market already understood the new mechanism of action when the therapy arrived, allowing the brand to open with established credibility, an engaged audience of advocates, and real commercial momentum from day one.**



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Case study: Optimize medical science liaison territories

Situation

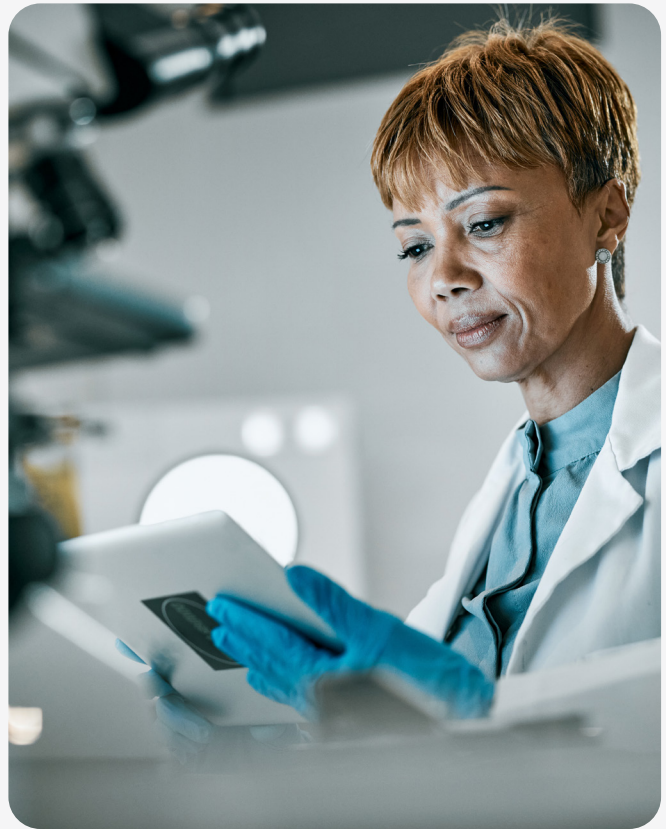
An emerging biotech company was preparing for its first product launch in the osteoporosis market and set out to mobilize a medical field team to lead physician education. Leadership had planned to hire 24 Medical Science Liaisons (MSLs) to cover the market and wanted to be confident that number was appropriate before committing the investment.

Solution

Using peer-network analysis, IQVIA **pinpointed the healthcare providers (HCPs) most influential in shaping osteoporosis treatment decisions and aligned MSL territories around them.** The analysis revealed that just 18 MSLs — rather than the 24 originally planned — were needed to meet the customer's business objectives, letting the biotech right-size its field team and redirect the savings to other launch priorities.



IQVIA pinpointed the healthcare providers (HCPs) most influential in shaping osteoporosis treatment decisions and aligned MSL territories around them.



Impact

By optimizing the MSL strategy before launch, the biotech company avoided overbuilding its field team while still ensuring coverage of the physicians most influential in osteoporosis treatment decisions. The revised territory model reduced the planned **team from 24 to 18 MSLs**, generating an estimated **\$1.2M in field team savings**. Those savings gave leadership greater flexibility to reallocate investment toward other launch priorities without compromising the reach or effectiveness of its medical engagement strategy.



Optimized MSL
team from
24 to 18



\$1.2M
in field team savings

Case study: Expand value for brands nearing loss of exclusivity



Situation

A large pharmaceutical company faced multiple late-stage assets approaching Loss Of Exclusivity (LOE) and wanted to maximize revenue and limit share erosion while keeping costs in check. Because its Healthcare Providers (HCPs) still valued personal contact for these products, the challenge was sustaining that human connection cost-effectively.

Solution

IQVIA deployed **10 virtual sales representatives across two late-stage assets in dermatology and neurology**, reaching **smaller-town HCPs — including Nurse Practitioners (NPs)** — who typically saw only about one derm and one neuro representative. The team distributed samples where patients would otherwise lack access and extended engagement to a virtual presence at medical congresses, keeping the brands visible and supported through LOE.

Impact

The virtual sales model helped **sustain brand momentum** among HCPs and demonstrated measurable impact with nurse practitioners. NPs reached by the virtual sales team delivered **three times greater weekly prescription** gains than those not reached. Among NPs whose product use was already declining, engagement also helped moderate the drop-off, with declines **33% less steep** among those reached compared with those not reached.



3X greater weekly prescription



Moderated drop-off rates by **33%**



Deployed 10 targeted virtual sales representatives to sustain brand momentum

Case study: Optimize sales representative effectiveness



Situation

A mid-size pharmaceutical company needed its commercial field teams to engage with Healthcare Providers (HCPs) more efficiently and effectively. Sales representatives were spending too much time sifting through data to find relevant, reference-backed medical information, while routine administrative tasks pulled their focus away from strategic, high-value activities.

Solution

IQVIA deployed a **generative AI-powered virtual assistant** that uses the customer's approved content as its knowledge base to support field teams. It analyzed and **summarized data, recommended the right messages, channels, and content for each HCP** based on historical interactions and suggested the best times to make contact, and it automated routine administrative tasks, — while IQVIA monitored utilization, question mix, and response quality to keep performance improving.

Impact

The generative AI-powered virtual assistant helped field teams work more efficiently and engage HCPs more effectively across channels. Sales representatives using the assistant **saved 27% of their time in call preparation and follow-up**, allowing them to focus more attention on strategic customer engagement. Users also reported strong satisfaction, with **85% indicating the insights generated and overall ease of use met their needs**. The impact extended to field activity as well, with sales reps using the assistant completing **17% more multichannel calls than those not using it**.



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Case study: Generate product interest and conversion to sales



Situation

A large pharmaceutical company wanted to generate product interest across the full range of stakeholders who shape treatment decisions. Beyond physicians, that meant reaching the nurses, nurse navigators, physician assistants, pharmacists, office managers, and other patient advocates who influence how therapies are chosen and adopted.

Solution

IQVIA piloted an experienced team of **9 Inside Sales Representatives (ISRs)** to engage every relevant stakeholder in the treatment journey. The ISRs focused on lead generation by building positive support among treatment teams and opening doors for the field force to follow.



**9 Inside Sales
Representatives (ISRs)**

Impact

The ISR pilot quickly demonstrated measurable commercial impact by activating a broader set of treatment team stakeholders and creating momentum for the field force. In just **three months**, **the 9 inside sales representatives generated \$2.6M in total net sales** while completing **1,955 treatment team engagements**. The team also met its call-volume objective, **achieving 100% of the goal** of 25 calls per day.



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