

# IQVIA's Provider Relationship Manager

*Powered by AIM XR*

With IQVIA's Provider Relationship Manager (PRM) solution, hospital liaisons can build an audience, understand online preferences, and tailor their tasks and actions with the right message at the right time to increase patient referrals. Supported by Audience Identity Manager® (AIM XR), IQVIA's PRM delivers customized insights, alerts, and suggestions, allowing liaisons to tailor interactions based on a healthcare provider's (HCP's) current mindset and patient need. AIM XR insights — generated from HCP online activity — informs HCP messaging via email and physician liaison interactions to deliver intelligent digital engagement.

## With personalized intelligence powered by AIM XR, you can:

- Understand which service lines HCPs are researching to create more targeted messaging and actions that will increase referrals.
- Gain insights on providers at risk of going out of network based on research trends and rapidly prepare a response.
- Validate authenticated HCPs by priority based on research for specific conditions and procedures, enabling liaisons to focus their efforts on high referral providers.

## More intelligence, more engagement

CUSTOMER NEED	CUSTOMER BENEFIT
Generate insights that enable hospital liaisons to increase referrals.	Access a detailed view of HCPs for potential referrals with audience builder capability.
Identify HCPs with unmet information needs.	Understand online activity to inform outreach and share useful content with the right HCPs.
Personalize outreach to HCPs to drive engagement.	Improve engagement with HCPs by providing helpful information when they need it most.
Provide liaisons with insights to prepare for HCP interactions.	Gain a view into service line searches to prioritize education and reinforce referrals.
Create more robust HCP profiles and include important details.	Enhance HCP profiles by adding key opinion leader designation and other fields.
Focus on high-value providers and create personalized messages to improve results.	Track activities by liaison, type, specialty, and liaison comparison to eliminate over-exposure and opportunities for rapid communication.

# Why IQVIA



IQVIA's PRM combined with AIM XR improves search capability.



With audience builder, liaisons can plan CRM initiatives related to service line, specialty, or keyword.



Records are updated daily, so liaisons can add new HCPs and make adjustments quickly.



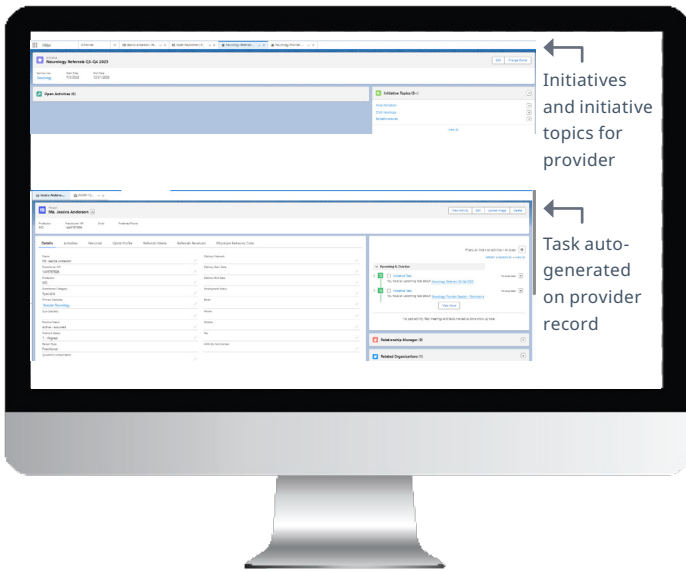
Liaisons will be able to see when providers research offsite, and rapidly make campaign adjustments.



Solution can be deployed with any CRM or as a stand-alone solution.

## Data visualization

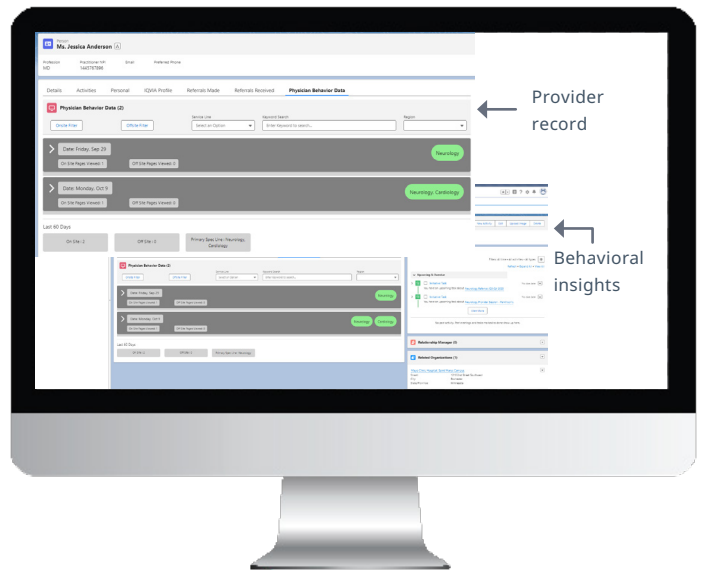
### Initiatives and tasks



Initiatives and initiative topics for provider

Task auto-generated on provider record

### Provider record and behavioral insights



Provider record

Behavioral insights



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