

# IQVIA Infinite Dimension Profiler for Hospitals and Health Systems

*Understand the most influential physicians in your market*

## Today's reality

The key to service line growth is identifying and engaging the most influential physicians in your market.

IQVIA's Infinite Dimension Profiler is the only platform you need, fueled by accurate, quality data with deep attributes, simple-to-use targeting capabilities, and the ability to understand professional impact across digital and in-person landscapes compared to patient demographics and claims history. Without such capabilities, identifying the most influential physicians is near impossible, making it difficult to achieve your business-critical goals.

## The right solution — IQVIA Infinite Dimension Profiler

The IQVIA Infinite Dimension Profiler is a cutting-edge, interactive data solution that enables in-depth analysis of physician trends and online behaviors. It is an indispensable tool for marketing teams and physician liaisons aiming to make impactful outreach decisions in competitive markets.

**Its easy-to-generate, actionable data solves a wide array of business questions including:**

How can I expand my health system's visibility with digital influencers in my market?

How can I develop a complete, holistic view of a physician?

Where are providers spending their time online and what content are they consuming?

How can I make Next-Best Action decisions more relevant and targeted based on behaviors?

All the healthcare provider data you need, all in one place, powered by IQVIA

Only Infinite Dimension Profiler provides healthcare companies with distinct sources of critical IQVIA profile data in near real time and an unbiased comparison of healthcare provider based on customizable strategic priorities with the most widely accepted privacy controls in the industry and data that is fully integrated into any CRM.



## Why IQVIA Infinite Dimension Profiler?

With Infinite Dimension Profiler, healthcare companies get an all-in-one platform built on the backbone of IQVIA's unmatched OneKey reference data and the ability to easily map industry and therapeutic trends and segment target audiences with a simple click of a button.

### With Infinite Dimension Profiler, you can now:



Leverage an array of trusted IQVIA multi-vertical data sources to gain a 360° view of influential providers and their behaviors via a single login.



Obtain instant access to physician preferences, channels, most influential referrers, highest prescribers, and connectivity to IQVIA's Audience Identity Manager® (AIM/XR) solution with no hospital data needed.



Understand which providers are social media and digital influencers in any geography by service line.



Target by payer mix and highest activity physicians by service line.



Seamlessly export data to existing physician platforms for efficient data utilization.



Gain a significant edge over your competition by understanding and adapting to physician influencer trends.

## Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and a connected intelligence framework to all our capabilities.

With easy access to information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, and transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.

## Learn more

Discover how the IQVIA Infinite Dimension Profiler can transform your approach to physician engagement and marketing strategies by ensuring you are targeting the most influential providers with the right content. Contact us to schedule a demonstration or discuss how we can tailor a solution to your specific needs.



## About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).