

Drive Health System Growth with Intelligent Data and Strategic Solutions

Health systems stand out by leveraging data and competitive intelligence to craft strategies that drive effective strategic planning and business development, enhance audience engagement, and optimize campaign performance.



Robust tools for strategic planning and marketing

IQVIA Health System Solutions



Need



Offering



Plan

- **Quantify** market position
- **Analyze** referral and leakage trends
- **Identify** growth opportunities
- **Understand** consumer usage trends
- **Gain** holistic view of provider landscape
- **Personalize** outreach

- **Market Strategy Solution**
- **Provider Strategy Solution**
- **Consumer Share of Wallet**
- **Healthcare Utilization Forecasting Solution**
- **OneKey Provider Reference Data**
- **Physician Relationship Manager (PRM)**



Engage

- **Identify** physicians researching patient treatment options
- **Engage** physicians and consumers with precision
- **Improve** organic visibility and traffic
- **Target** healthcare providers and consumers across channels
- **Reach** providers on professional platforms
- **Enhance** awareness and acquisition
- **Boost** reputation and referrals

- **AIMXR (Audience Identity Manager, Triggered Email)**
- **Physician Email Engagement**
- **Healthcare SEO/SEM Services**
- **Targeted Social and Programmatic Advertising**
- **Endemic Healthcare Advertising**
- **Strategic Digital Media Activation**
- **Healthcare Marketing Automation**



Measure

- **Evaluate** marketing impact
- **Allocate** budgets effectively
- **Improve** campaign performance


- **Campaign Response**
- **Referral Impact Reporting**
- **Campaign Performance Analyzer**

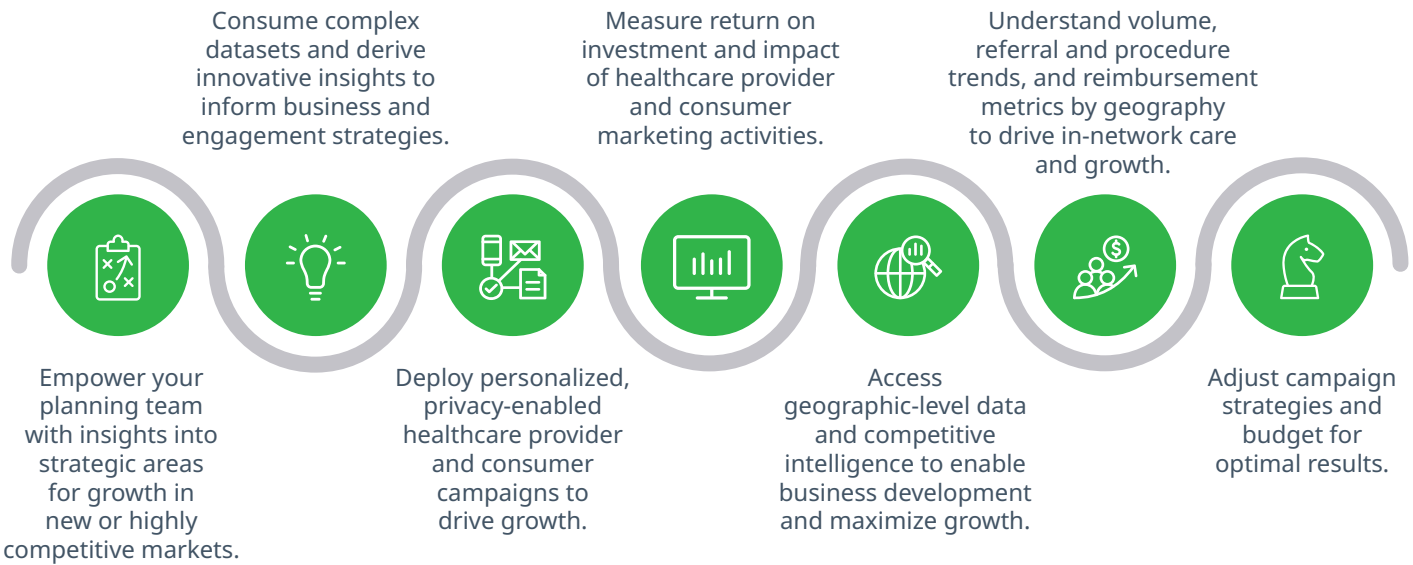
Unparalleled data

IQVIA Health System Solutions delivers best-in-class healthcare data to 16 of the 20 top hospitals as ranked by U.S. News and World Report health systems in the U.S.



Strategic data-driven service line growth and marketing

 **Our team has the ability to help hospitals and health systems address planning, engagement and measurement seamlessly, with the agility to optimize growth and drive ROI.**



Contact us to learn more about what IQVIA can do for your health system marketing and strategy teams. Scan the QR Code to be connected with a member of our sales team.



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