

Build Brand Awareness and Reputation

Powering exceptional omnichannel marketing with intelligent engagement

Whether focused on building awareness for your health system overall, or on service-line specific campaigns, HCP audiences are an integral component of these outreach efforts. Today's healthcare providers have a rising preference — and expectation — for smart, digital and customer-first experiences. It's more important than ever for hospital marketers to accurately, and meaningfully, engage provider audiences.

Personalized marketing to move your hospital forward

Email newsletters can enhance a hospital's brand positioning in the market, help stem out-migration, and support the expansion of important service lines. We know firsthand how valuable these programs are: our best-in-class email marketing solutions help 17 of the top 20 U.S. News and World Reports-ranked health systems achieve highly successful email campaigns.

Take the next step with programmatic and social media

Starting with our 100% first-party sourced and opted-in provider database, we offer custom, curated, and insights-based provider segments for programmatic advertising and social media marketing:



Increase the visibility and frequency of your key messages across channels



Re-target those healthcare providers who are not opening or engaging with your emails



Amplify your messages in competitive markets



Test, learn and optimize easily across campaigns with the ability to set budget and impression guidelines



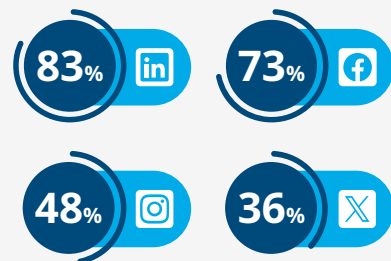
Segment your provider audiences based on campaign needs, and at no additional cost



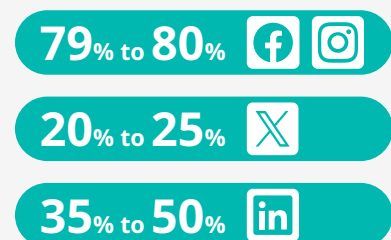
Ensure data consistency across channels to improve campaign measurement

YOUR PHYSICIAN AUDIENCES ARE ON SOCIAL MEDIA

In a recent IQVIA survey on adoption rates for social media platforms, responding physicians personally created social media accounts at:



HIGHEST PROVIDER MATCH RATES IN THE INDUSTRY





Let's improve lives together

We can help you build and expand brand awareness and reputation for your organization, increase net new referrals, and drive physician loyalty and service line growth.

We power exceptional omnichannel patient and provider experiences by helping you:



Find the right audience



Measure effectiveness



Coordinate reach across every channel



Adapt quickly to changing market conditions



Engage with intelligence



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](https://www.iqvia.com).