

Congress Planning, Scheduling and Execution

Expert Suite | Expert Engagement Platform

A modular platform for Medical Affairs congress planning, engagement execution, and insight capture

The challenge

Congress planning is one of the most operationally complex and visible Medical Affairs activities, yet many teams still run it through spreadsheets, email chains, and manual handoffs. The result is limited visibility into who is meeting whom, constant rework as plans change, and weak measurement of what actually happened. Even when parts of the process are outsourced, the complexity doesn't disappear, it just adds more handoffs, version control issues, and long-term dependence on offline tracking.

The Expert Engagement Platform solution

The Expert Engagement Platform (EEP) enables Medical Affairs and other teams to jointly plan, schedule, and execute congress engagements in a coordinated, compliant, and scalable way. EEP brings together **expert biobooks, congress playbooks, engagement workflows, scheduling logistics, and real-time visibility** into a single platform designed specifically for effective KOL engagement.



Key capabilities

- Centralized congress planning**

A single workspace to coordinate congress activities across field medical, home office, operations, and leadership, ensuring shared visibility into plans, priorities, and execution.
- Advanced scheduling and logistics**

Supports complex scheduling scenarios including expert availability, internal calendars, room logistics, and constraints, with Outlook integration to reduce conflicts and manual effort.
- Master scheduling and real-time visibility**

A consolidated view of all planned and confirmed expert meetings, enabling users to see who is meeting whom, when, and where, across teams and functions, with the ability to quickly identify gaps, overlaps, and changes.
- Congress-specific workflows**

Purpose-built workflows to support congress engagement requests, internal approvals, schedule updates, and last-minute changes, ensuring controlled execution while remaining flexible in a dynamic congress environment.



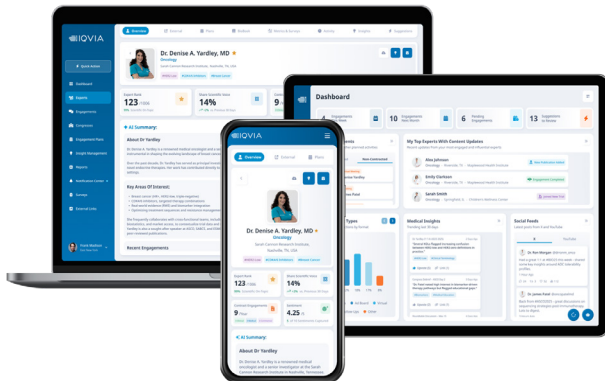
Mobile execution with biobooks and congress playbooks

Mobile and offline access allows teams to use expert biobooks and congress playbooks to prepare for engagements, guide execution, and capture outcomes, insights, and sentiment in real time.



Post congress insight, sentiment and reporting

Structured capture of engagement outcomes, insights, and sentiment during and after congresses, with built-in EEP reporting and flexible support for client-defined reporting or downstream Medical Impact analytics ensuring congress data is actionable beyond the event.



- Supports both field and home-office workflows
- Scales globally across therapeutic areas and teams
- Enables SSO, Outlook integration, mobile and desktop access, seamless connectivity of many different solutions

Outcomes

As part of the Expert Suite, congress execution with EEP delivers:

- Reduced operational burden and manual coordination
- Improved visibility and control over expert engagements
- More consistent, compliant execution
- Stronger expert interactions informed by context, insights, and sentiment
- Actionable insights, sentiment, and reporting

AI-enabled support

Embedded across congress workflows, expert companion surfaces relevant expert context, summarizes prior interactions, and helps users synthesize insights and sentiment before, during, and after congress engagements.

CRM and other integrations

EEP integrates with CRM systems, Outlook calendars, analytics platforms, and expert data sources allowing teams to work within existing ecosystems while reducing manual reconciliation and duplication.

The IQVIA difference

- Purpose-built for Medical Affairs
- Designed for high-complexity congress environments



Congress KOL engagement

Expert Engagement Platform

- Engagement scheduling and management
- Utilization and impact
- Centralized hub
- Post event reporting and insights



360° view of KOL Engagement Lifecycle

Visit: <https://www.iqvia.com/locations/united-states/solutions/life-sciences/medical-affairs/expert-engagement-platform>



CONTACT US
iqvia.com