

Turn Healthcare Provider Intelligence into Action and Referral Growth

IQVIA's Provider Relationship Manager (PRM) equips health systems with actionable intelligence to identify risk, uncover opportunity, and drive measurable referral growth.

Health systems don't struggle with data, they struggle to act on it in time.

IQVIA's PRM brings together provider behavior, referral patterns, and digital intent signals to help teams identify where referrals are growing or leaking — and take action sooner.

By connecting insight to action, PRM enables physician liaison and marketing teams to prioritize outreach, personalize engagement, and influence referral patterns with confidence.

How PRM drives referral growth and competitive advantage



Act earlier to protect referral volume

Gain visibility into referral risks before they impact performance

- Identify providers trending toward leakage or growth
- Monitor digital research behavior alongside real-world engagement
- Track referral patterns across service lines and markets



Focus your time where it drives the most impact

Prioritize outreach to the providers who matter most

- Target high-value and at-risk providers automatically
- Identify top referral sources and emerging opportunities
- Trigger alerts based on provider activity and intent



Make smarter decisions that influence referrals

Move beyond dashboards to clear next steps

- Deliver recommended outreach strategies based on provider behavior
- Enable personalized, timely engagement aligned to provider needs
- Integrate insights directly into workflow (desktop + mobile)



Prove impact and scale what works

Measure outcomes and continuously improve performance

- Track engagement, referral trends, and program performance
- Align team activity with referral outcomes
- Scale successful outreach strategies across the network

From insight to foresight: The Future of PRM: IQVIA is advancing PRM beyond reporting toward predictive and prescriptive intelligence.

- Identify provider trends (e.g., emerging leakage risk) before they materialize
- Use AI-driven insights to recommend corrective outreach strategies
- Interact with referral data through intuitive queries and assistants
- Connect referral data with provider behavior for a complete picture

Outcome: A true competitive advantage — knowing where referrals are headed and how to influence them

Capabilities designed to drive action and referral growth



Provider intelligence

Unified view of behavior and referrals



Targeting and prioritization

Focus on the providers that matter most



Engagement activation

Trigger timely, personalized outreach



Referral intelligence

Understand and influence referral flows



AI-powered insights

Get answers and recommendations instantly

Unparalleled data

IQVIA's PRM delivers comprehensive healthcare provider intelligence powered by the industry's largest healthcare data ecosystem

-  11.1M+ healthcare professionals in comprehensive provider profiles
-  749K+ healthcare organizations covered
-  Longitudinal referral insights across millions of affiliations
-  Daily updates on provider research and activity



Drive smarter engagement.
Influence referrals earlier.
Prove impact.

Connect with IQVIA to see how
PRM turns provider intelligence
into measurable growth

