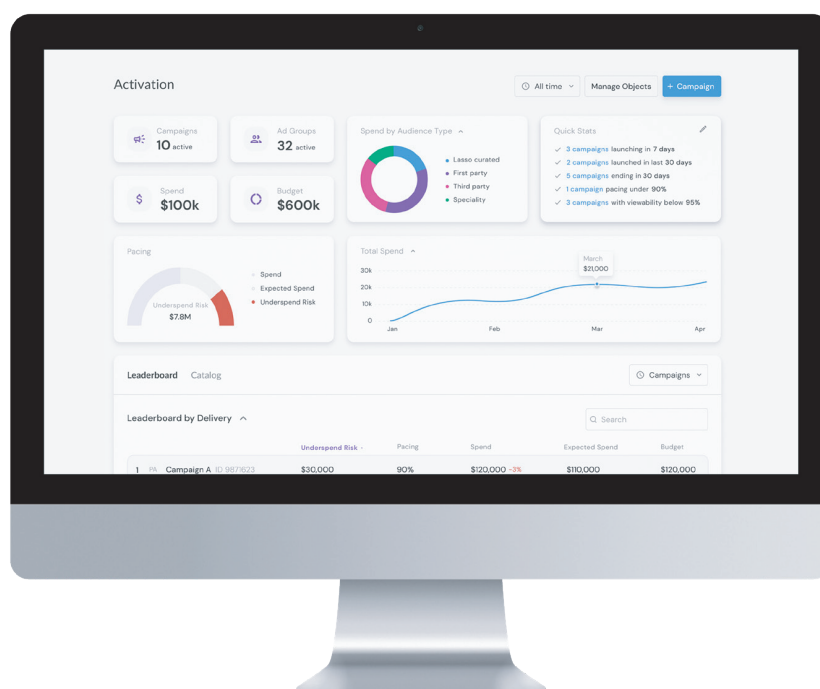


The Ultimate Platform for Health System Marketing and Analytics

IQVIA's Media Operating System is the first and only platform that empowers you to plan, activate, and measure your healthcare provider and consumer campaigns across programmatic, email, social, and CTV — all in one place.



**AUDIENCE
CREATION**



**OMNICHANNEL
ACTIVATION**



**IN-FLIGHT
OPTIMIZATION**



**REAL-WORLD
MEASUREMENT**

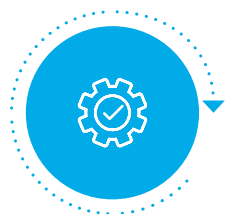
Powering service line growth through intelligent engagement

	Unparalleled audience data Bring your own data, choose from our library of curated specialty and service line audiences, or work with us to build custom provider lists and consumer cohorts. High audience quality and reach are now foundational to every campaign you run.
	Next-gen omnichannel storytelling Engage intelligently with coordinated, behavior-triggered sequential messaging to providers and consumer cohorts across every channel to drive improved response and better outcomes.
	Campaign response + ROI measurement Go beyond impressions and clicks to understand net new referrals and campaign downstream. Our access to over 1.8B claims allows us to effectively measure impact without ingesting your data.
	Real-time campaign refinement Leverage free weekly-refreshed gross reporting to maximize the impact of every marketing dollar with real-time, optimizations at the most granular levels.

The IQVIA difference

Our operating system drives unprecedented results for health system marketers by simplifying workflows that took days into seconds and integrating functionality that used to require multiple vendors into one.

Our approach



Rather than rely on third parties, IQVIA built our Identity Solution in-house, licensing multiple consumer graphs of the U.S. population to maximize scale, quality, and reach.



Our unique framework is privacy-optimized and future-proof, so you can intelligently engage with providers and consumer cohorts without compromising on precision or campaign performance.



IQVIA currently supports a number of industry-leading identity frameworks, such as Unified ID 2.0 and Xandr's Publisher Provided IDs for our endemic marketplace. We will continue to evolve to meet the growing needs of our customers in a cookieless future.

The new standard in healthcare marketing



IQVIA's Digital Enablement Center of Excellence powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-optimized data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry. **Learn more at www.iqvia.com.**



CONTACT US
iqvia.com/contact