

IQVIA Remote Detailing

Optimize remote client interactions and improve sales force productivity

Pharmaceutical and biopharmaceutical detailing has always been the cornerstone of any promotional program, but the detailing paradigm is shifting. While our ability to directly call on healthcare professional (HCP) offices has changed, the need for communication with HCPs and support for patients has not. A remote detailing solution can help bridge this gap, enabling field teams to continue to maintain critical relationships and deliver valuable insights.

IQVIA's Remote Detailing integrated solution includes a state-of-the-art web application tool and virtual Sales Representative teams who are hired, trained, and managed to be highly effective in remote interactions to drive results.



TECHNOLOGY

- Stand-alone web application, no downloads needed
- Works with any device or iOS application
- Can be used with any customer relationship management (CRM) solution
- Adapts to any configuration without client intervention
- Customizable for customer branding or to meet specific corporate security policies



SALES FORCE

- Increase your ability to drive results in remote clinical selling engagements
- Leverage existing or recruit new teams that are specially trained and managed for remote success
- Offer flexibility to engage by scheduling at a time convenient for the HCP and Rep
- Improve insight into the value of the engagement by visibility into the HCP's willingness to participate

Success factors for effective remote detailing

INTELLIGENT PROGRAM DESIGN AND ONGOING SUPPORT

IQVIA is uniquely positioned to recruit, train, and manage the highest-quality talent to excel at remote detailing. IQVIA provides robust oversight and customized measures to ensure you have complete visibility into the program's progress and success.

Our technology platform is a stand-alone web application that works on any device or iOS application for remote interactions with HCPs. It can be used in combination with any CRM.



SEAMLESS TECHNOLOGY

- Ease of use for Rep and HCP
- Ensure compliant interactions

CONTENT

- Engage audience with relevant and evolving content suitable for the channel

PEOPLE

- Teams are staffed and led by people with the right skills and behaviors to communicate remotely

SKILLS

- Teams trained and coached to:
 - Encourage HCP to accept remote detail
 - Deliver strong remote engagement (initial and ongoing)

PERFORMANCE MANAGEMENT

- Teams coached and managed to perform and improve
- Appropriate (new) performance measures
- Appropriate incentivization

CHANGE LEADERSHIP

- Plan to introduce and sustain change, leader buy-in
- All relevant departments, teams engaged

An innovative solution to address today's challenges and invest in tomorrow's needs



Rely on IQVIA's Remote Detailing Solution to help you improve remote client interactions and productivity.



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