IQVIA Thought Leader Engagement Solutions

Uncover new insights to inform and enrich KOL engagements

Whether you're building awareness of early scientific advancements, planning a launch, adjusting your strategy to improve commercial performance, or preparing for an emerging competitive threat, IQVIA's Thought Leadership Engagement Solutions can help you broaden and deepen your understanding of —and engagement with—scientific and clinical thought leaders.

Here's how to uncover broader, deeper insights for effectively engaging the right thought leader at the right time with the right resources.

Click on the capsules to learn more

Broaden the aperture on scientific content



Put key opinion leaders (KOLs) under the microscope



Quantify your Share of Scientific Voice (SoSV)



Reveal 'hidden' regional and local thought leaders

Click on the capsules to learn more

User access and data

tracking, and reporting Medical Expert activities.

Discover the value of a strategic partner

fields defined to profile information client specifications

The IQVIA Thought Leader Engagement Planning solution provides a centralized, cloud-based platform designed to connect stakeholders in the organization and ensure a thorough approach to planning,



MEDICAL COMMERCIAL

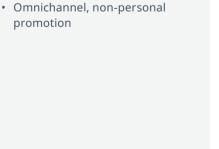
communication plans • Scientific communication strategy

MSL targeting

 Advisory boards Medical launch

- Speaker bureaus Engagement planning • Local and regional thought leader community activations

• Field targeting and sizing



MARKETING

Medical expert

Medical education

Overcome complexity. Uncover opportunities.

Get started



Thought leaders play critical roles throughout the product lifecycle. IQVIA has the capabilities to support those roles with identification, profiling, and engagement planning services.

of innovative medicines that improve patients' lives. Discover new insights, drive smarter decisions, and unleash

new opportunities with the power of **IQVIA Connected Intelligence**

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio

healthcare data, advanced analytics, innovative technologies and

of capabilities to create intelligent connections across its unparalleled

healthcare expertise to speed the development and commercialization



IQVIA