

# 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**

[Click on the capsules to learn more](#)

**Put key opinion leaders (KOLs) under the microscope**

[Click on the capsules to learn more](#)

**Quantify your Share of Scientific Voice (SoSV)**

[Click on the capsules to learn more](#)

**Reveal 'hidden' regional and local thought leaders**

## Discover the value of a strategic partner

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, tracking, and reporting Medical Expert activities.



## Uncover greater effectiveness across functions

MEDICAL	COMMERCIAL	MARKETING
<ul style="list-style-type: none"> <li>MSL targeting</li> <li>Advisory boards</li> <li>Medical launch communication plans</li> <li>Scientific communication strategy</li> <li>Medical education</li> </ul>	<ul style="list-style-type: none"> <li>Field targeting and sizing</li> <li>Speaker bureaus</li> <li>Engagement planning</li> <li>Local and regional thought leader community activations</li> </ul>	<ul style="list-style-type: none"> <li>Omnichannel, non-personal promotion</li> </ul>

## Overcome complexity. Uncover opportunities.

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

[Get started](#)

**About IQVIA Connected Intelligence™**

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#)