

# New Commercial Models

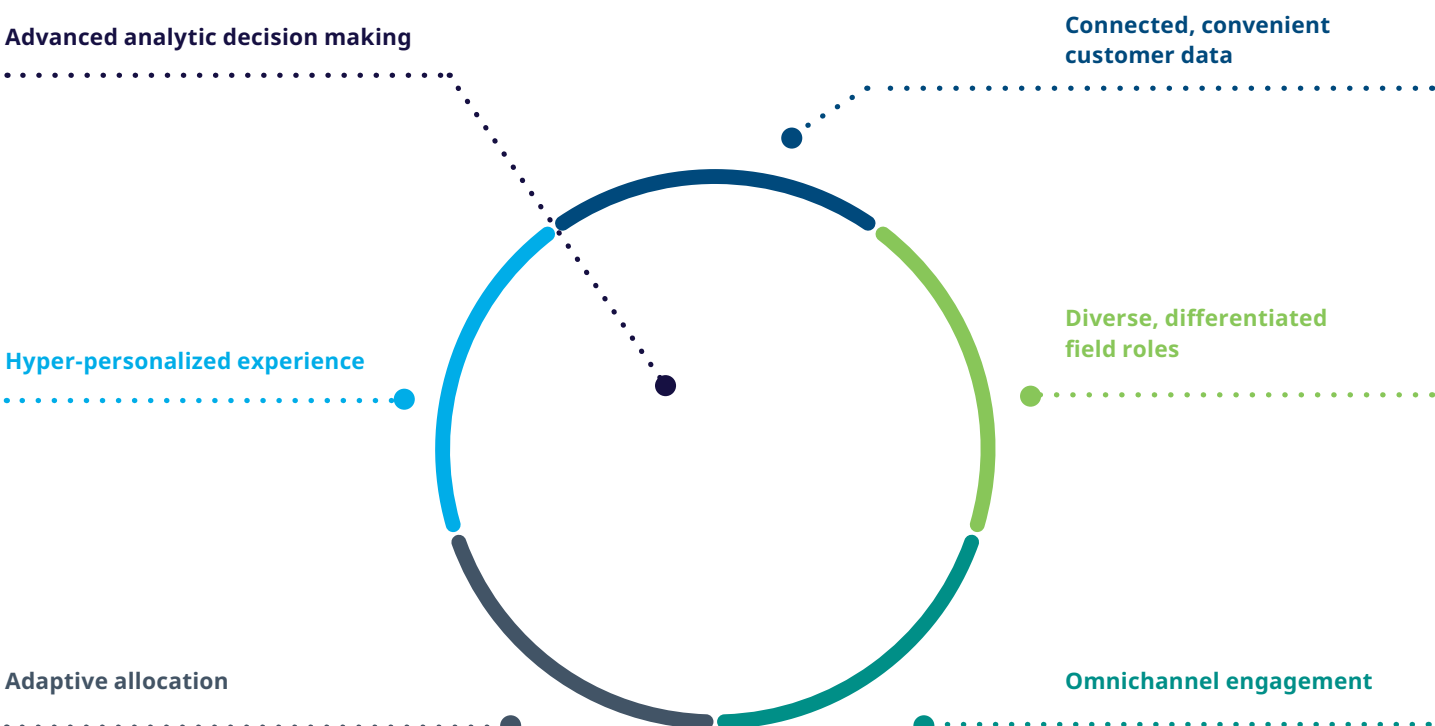
*First steps to deliver an integrated, omnichannel solution*

How small and emerging biopharma organizations (EBPs) leverage **New Commercial Models** to deliver omnichannel engagement.

For most biopharma companies, a new integrated approach to customer engagement is emerging where in-person, digital, and virtual engagement can all work together. EBPs have an advantage over their larger counterparts by not being constrained by the complexities of size and scale to be more agile and adaptable to develop and implement these new commercial models quickly and efficiently.

## IQVIA’s New Commercial Models framework

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



**Omnichannel engagement is one of the six core tenets of New Commercial Models.** Now, more than ever, it’s imperative that pharma organizations of all sizes and maturity engage better with their customers with the right content, through the right channels, at the right time. This infographic explores the driving factors and identifies both leading practices and sensible first steps that small and precommercial organizations can take to maximize customer engagement journeys.

## Common obstacles to customer engagement success for EBPs

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

## How EBPs can get started

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

The leading companies start small and work to understand and measure the impact across select channels and HCP segments that matter most for their business to build a compelling experience. Then they consider expanding the number of channels over time based on what is working and what isn’t.

## Find out more?

By connecting engagement strategy to both promotional spend and channel tactics, IQVIA can tie together omnichannel marketing and sales deployment decisions and deliver a significant return on investment for our customers.

To learn how we can help your organization develop its omnichannel strategy through **New Commercial Models**, get in touch.



### 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](#).