

Optimize Your Content and Get the Most Out of Remote Healthcare Professional Engagement

While healthcare professionals (HCPs) are more comfortable with remote and hybrid engagement than before the COVID-19 pandemic, HCP satisfaction with the content for remote engagement is still suboptimal.¹

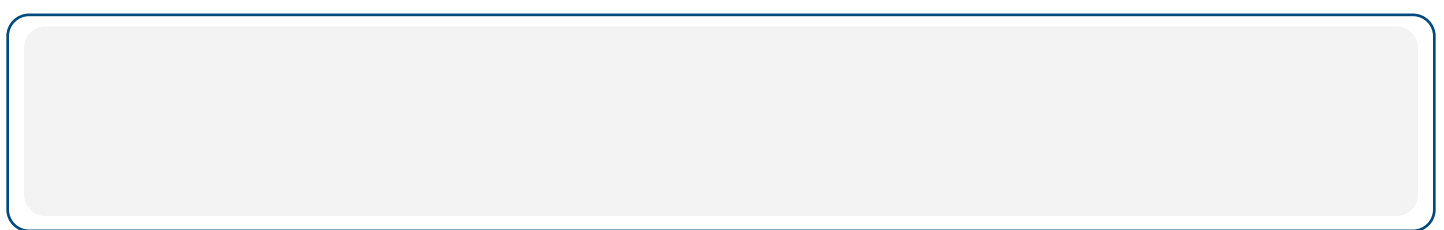
You need to optimize your existing assets developed for in-person calls to deliver the best HCP and representative experience, and ensure your content follows 6 principles supporting effective remote HCP engagement.

 For the best user experience, please open this fact sheet using Google Chrome or Adobe Acrobat

6 PRINCIPLES FOR REMOTE CONTENT

Quality

Quantity



WHAT DO WE MEAN BY CONTENT?

HCP product or disease education and communication, orchestrated by the representative. Meaningful information presented as text, graphics, images, video or audio, for example:





Discover a complete suite of services to answer your content needs

With IQVIA's content optimization services, our team assesses your current engagement strategy and offers advice and guidance to help you successfully engage remotely or in a hybrid fashion with your customers.

Based on our virtual engagement experience over 20 years, 3 million interactions and 80 countries, you can rest assured that you'll have the insights and expertise you need to optimize your content and communication strategies.



Get started with IQVIA's content optimization services:

-  Discover best practice principles for your remote engagement content.
-  Find out how to optimize existing assets for a remote call.
-  Learn how to transform your engagement from a presentation to a conversation.
-  Explore practical examples of what to do and what to avoid.

To learn more about content optimization, contact [Liz Murray](#) and [Silvia Pellegrini](#).

CONTACT US

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¹IQVIA Market research among EU HCPs, February 2022.