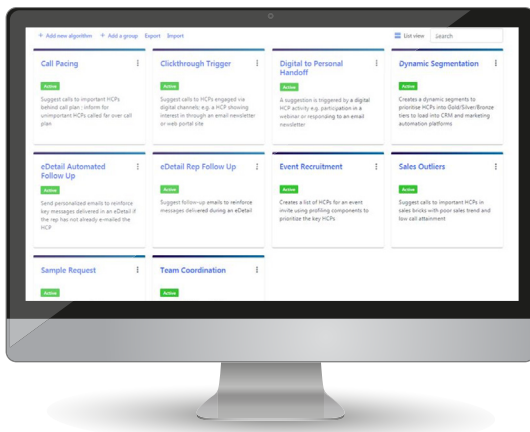


# IQVIA™ Next Best

*Power highly personalized, contextually relevant HCP engagement with a continuously learning AI/ML-based recommendation engine*

IQVIA Next Best transforms decision making by embedding intelligence throughout commercial processes. Designed for easy end-user adoption, it surfaces suggestions, recommendations and predictions within workflow technologies, providing intelligence to deliver the right content at the right time and place.



- Scalable and configurable SaaS platform
- Self-service, with intuitive user interface
- Extensive AI/ML algorithm library or bring your own algorithms
- Pre-built data models and business rules
- Easy integration with data sources, IQVIA OCE, and other CRMs

## INTELLIGENCE THAT WORKS THE WAY YOU DO, ONLY BETTER

IQVIA Next Best is an open “glass box” solution that’s customer-configurable and continuously learns and improves. It includes built-in data management, prebuilt data connectors and an extensive library of editable, role-specific AI/ML algorithms that reduce program costs, speed implementation time, and quickly produce measurable outcomes.

## CONNECT AI/ML-POWERED INSIGHTS AND CUSTOMER ENGAGEMENT TO DRIVE BUSINESS RESULTS



**Boost adoption rates among end users**



**Optimize sales activity and engagement**



**Increase marketing success**



**Accelerate new product launches**



**Increase revenue and reduce costs**

# MEET ROLE-SPECIFIC NEEDS ACROSS COMMERCIAL OPERATIONS

## BUSINESS USERS



### SALES REPRESENTATIVE

Understand which customers to prioritize and why

Better serve customers' needs with more personalized engagement

### MARKETING MANAGER

Orchestrate messages and actions across channels

Improve return on brand and marketing investments

### SALES EXECUTIVE

Improve the efficiency and impact of the sales force

Prioritize to compete more effectively

## SUPPORT ROLES



### BUSINESS ANALYST

Track adherence to and impact of recommendations

Propose adaptations to algorithms as business needs evolve

### DATA SCIENTIST

Adapt existing algorithms to reflect changing needs

Build new algorithms as new business cases emerge

### IT OPERATIONS

Fully integrate Next Best into commercial ecosystem

Enable self-service functions to limit change requests

## GET STARTED WITH BUSINESS RULES, GROW TO AI/ML

IQVIA Next Best can fit your needs no matter where you are on your intelligent recommendations journey. Get started quickly using business rules, then progress to AI/ML use cases. IQVIA can help you succeed with governance, best practices, and change management. So you can move your brand and healthcare forward by redefining HCP engagement with decision intelligence.



**CONTACT US**  
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