

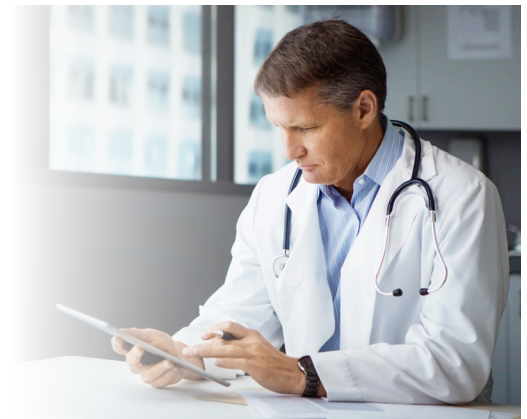
# OCE REMOTE ENGAGEMENT

*Optimize your multichannel sales strategy by empowering reps to engage remotely with customers.*

With health care providers (HCPs) busier than ever and access to them more restricted, life science organizations are seeking new ways to conduct personal engagements with their customers. OCE Remote Engagement from IQVIA empowers commercial teams to optimize HCP interactions with a convenient, flexible and compliant virtual solution.

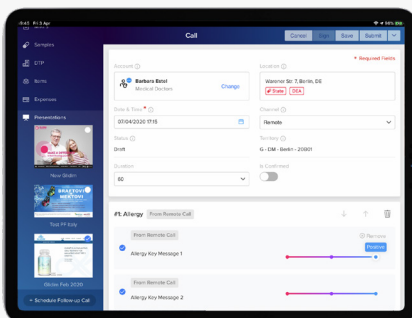


*Interact  
with your  
customers  
remotely*



## AN INTRINSIC PART OF OCE SALES

OCE Remote Engagement is natively integrated with OCE Sales, providing sales and medical professionals with a personal engagement channel whose versatility is of growing importance. OCE Sales orchestrates virtual interactions in the context of the overall customer relationship, for instance combining information acquired during remote sessions with data from face-to-face, phone, as well as other personal and digital channels. There are multiple integration points between OCE Remote Engagement and OCE Sales to help teams track progress, enhance HCP profiling, and fine tune sales strategy:



OCE Remote Engagement uses cloud-based content including video, voice, and animations to deliver a memorable and interactive experience.

- Email invitations to HCPs directly from OCE Sales, and track responses
- Launch the Remote Engagement player from the call screen
- Display one or more presentations and reuse content from face-to-face details
- Capture topics, products, HCP reactions, survey results, and more in the Activity History
- Record customer preferences to ensure the right communications to HCPs

## OCE ADMINISTRATOR CONTROL

OCE Remote Engagement integration extends to the OCE Admin Console. Administrators can distribute territory-based content for a brand team, assign product messages to content, and designate mandatory content for delivery during remote interactions.

### PRODUCTIVE AND FLEXIBLE FOR BUSY PROFESSIONALS

Remote engagement sessions are flexible to arrange and focus on information exchange, building HCP trust in this personal channel.

- Optimizes rep schedules
- Eliminates unnecessary travel and wait time
- Enables appointment changes on the fly
- Provides flexible times for personalized HCP interactions
- Drives prescriber satisfaction with focused, efficient engagements

### INTUITIVE AND SEAMLESS CONNECTIONS

OCE Remote Engagement starts up instantly in different configurations. Scalable and reliable technology helps guarantee reliable calls.

- Join using most devices and browsers with no additional downloads
- Leverage screen sharing option

### PERSONALIZED AND MEMORABLE INTERACTIONS

Sales and medical reps use dynamic tools with one or more customers and increase retention levels among participants.

- Incorporate video, voice, and digital assets
- Enable up to 50 HCPs to participate in a session
- Control the microphone and camera functions
- Make requests for remote signatures
- Ensure teams use approved HTML5 and PDF CLM content
- Deliver a consistent CLM experience to HCPs



Give HCPs the convenience of connecting on any browser and on any device, including smart phones and tablets.

### COMPLIANT AND SECURE

OCE Remote Engagement keeps a record of all remote interactions for tracking purposes. HCPs gain peace of mind with compliance measures including GDPR data privacy, legal disclaimers, securely-stored legible content, and Adverse Event escalation. With no need for HCPs to download local software, OCE Remote Engagement protects against malware and phishing attacks.