IQVIA MEDTECH

AIM XR: Unrivaled Data and Insights to Power Exceptional HCP Experiences

The reality of HCP marketing in MedTech today: Personalization is critical for successful outcomes

Healthcare professionals (HCPs) have come to expect personalization in their daily lives, from alerts and posts on their preferred social media platforms, to emails from their favorite clothing companies. Why shouldn't they expect the same from healthcare, even MedTech organizations and brands? Timely, relevant messages to HCPs delivered when they most need them will ultimately help build a better continuum of care.

However, optimizing HCP communications across both digital and in-person channels, is a challenge for even the most innovative brands in today's environment.

HCPs are inundated with demands for their attention and receive thousands of marketing messages each day. Brands need to cut through the clutter and deliver a high-quality, relevant customer experience.

In a recent AIM XR Triggered Engagements campaign, a diagnostic company increased product awareness for their technology by 2x, reaching over 70% of their targets.

Audience Identity Manager® XR (AIM XR) insights help marketers identify, reach, and engage at crucial moments of interest and intent. AIM XR is the **only patented technology** that:

Enables deterministic identification of more than 1.1 million HCPs visiting your owned web properties and observation of these HCPs across an ecosystem of more than 4,000 medically relevant websites.

Delivers 100% first-party sourced, opted-in, and authenticated HCP identity data.

Provides 200 million trigger opportunities every month.

AIM XR provides deep behavioral insights that can fuel your HCP omnichannel engagement for launch brands building awareness, identifying HCPs treating in rare disease, or established brands in competitive markets.

Using this unique, contextualized data, MedTech marketers can customize communications and strategically deploy targeted messages across the brand journey, both through personal and non-personal promotions.

Gain value across your organization

Commercial operations, data strategy, and analytics	Brand marketing	Field sales and CSOs	Medical affairs
HCP profiling and segmentation	**Enable intelligent omnichannel marketing**	**Empower sales reps**	**Empower medical science liaisons (MSLs)**
• Understand HCPs' brand journeys. • Inform content creation. • Identify new leads. • Leverage predictive analytics.	• Deploy AIM XR triggered emails. • Deliver Next Best message and channel. • Get AIM XR contextualized segments for programmatic and social.	• Integrate HCP engagement insights into CRM. • Send rep alerts on web visitors. • Deliver Next Best message and channel. • Provide rep-triggered email.	• Identify HCPs with unmet information needs. • Enhance HCP profiles, such as for key opinion leaders. • Inform and measure scientific communications platform. • Gain insights to prepare MSLs for HCP interactions.

AIM XR Triggered Engagements

Deliver targeted, Next Best messages based on the relevant digital actions of your healthcare customers and prospects with AIM XR Triggered Engagements. **AIM XR Triggered Engagements can:**

- Drive activation and engagement, with consistent identity, and across digital media channels.
- Enhance personal engagements with HCPs through relevant and timely suggestions and arm MSLs with insights that accelerate changes in point-of-care behavior and brand choice.

Digital research activity captured by AIM XR can trigger automated journeys

Target and non-target HCPs	Define engagement stream	Automated deployment
• Visits brand website • Researches competitors • Researches disease or injury	• Trigger topics • Creative journey • Prioritization • Deployment frequency • Ingest suppression list	• Brand website visitors • competitive research stream • Disease research stream

Learn how AIM XR can deliver smarter HCP marketing

AIM XR is the fuel for smarter, more impactful omnichannel marketing. Achieve more personalized, targeted engagements to improve critical brand and organizational experiences among your most valuable customers.

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