

IQVIA Intelligence and Digital Enablement for Provider Organizations

Drive service line growth by increasing new referrals and patient and physician loyalty with intelligent digital marketing capabilities

Digital transformation in healthcare includes the use of omnichannel marketing to exchange information about treatment support and patient care. Physicians and consumers now have preferences and expectations for smart, digital, and personalized experiences that ensure relevant, timely, and targeted healthcare information to improve access and delivery. Using data and competitive intelligence to develop strategies to maximize engagement with specific audiences and optimize campaign performance is a key differentiator for provider organizations.

Intelligence and digital marketing optimization



PRIVACY-ENHANCED HEALTHCARE TECHNOLOGY

IQVIA's Media Operating System

One platform to plan, activate, and measure your healthcare provider and consumer campaigns across all channels.

Audience Identity Manager® XR (AIM XR feeds into PRM)

- Identifies reach to engage at crucial moments of interest and intent.
- Enables deterministic identification of more than 1.1M HCPs visiting your owned websites and insights into their research activity across more than 5,000 medically relevant websites.
- Delivers 100% first-party sourced, opted-in, and authenticated HCP identity data.
- Provides 200M engagement opportunities every month.

Unparalleled data

>90%	of all retail Rx claims
1.6B	medical claims
11.1M	healthcare professionals
751K	healthcare organizations
5.9M	provider affiliations
>300M	anonymized patients
1.1M	physician opt-ins
5K	websites with research data
250M	anonymized patients

The IQVIA difference

Plan, engage, and measure



Innovative geographic-level market insights inform campaign development with continuous, real-time measurement.



Scalable to meet all omnichannel marketing goals (for a specific channel or audience, or multi-layered, integrated strategy).



Privacy-optimized operating system simplifies workflows from days to seconds and integrates functionality from multiple vendors into one.



Deployed in 15 of the top 20 U.S. News and World Reports-ranked health systems.



CUSTOMER NEED

- **Increase view of data** landscape to identify strategic areas of growth to build a competitive advantage.
- **Ability to consume complex datasets** and derive innovative insights to inform business and engagement strategies.
- **Reduce inefficiencies** due to multiple digital marketing vendors and solutions.
- **Proactively deliver digital and non-digital** omnichannel campaigns to patients and providers to improve retention and brand awareness.
- **Deploy personalized, privacy-enabled campaigns** to improve results.
- **Measure return on investment** for marketing activities.

CUSTOMER BENEFIT

- **Access to geographic-level data and competitive intelligence** with streamlined views and workflows to enable business development and maximize engagement.
- **Reliable intelligence** to understand provider referral trends, patient procedure trends and density, reimbursement metrics, and prescription activity by geography to drive in-network care and growth.
- **Ability to address planning, engagement, and measurement seamlessly** and with agility to optimize growth and ROI.
- **Simplify the complexity of modern engagement** tactics by planning, coordinating, and optimizing outreach through one platform.
- **Deliver opt-in, specific emails** directly via the PRM based on visibility into online research.
- **Ability to adjust campaign strategies** and budget for optimal results.

Data visualization



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