

# IQVIA Safe Entry

*An information, simulation, and decision support tool to maximize in-person HCP engagement opportunities while ensuring sales force safety.*

Post-COVID-19 sales force deployment decisions are complex — sales reps must balance leveraging promotion opportunities with safeguarding in-person engagements. As COVID-19 cases within territories shift, sales teams need the ability to shift with them and understand where in-person engagement is appropriate and where it is not.

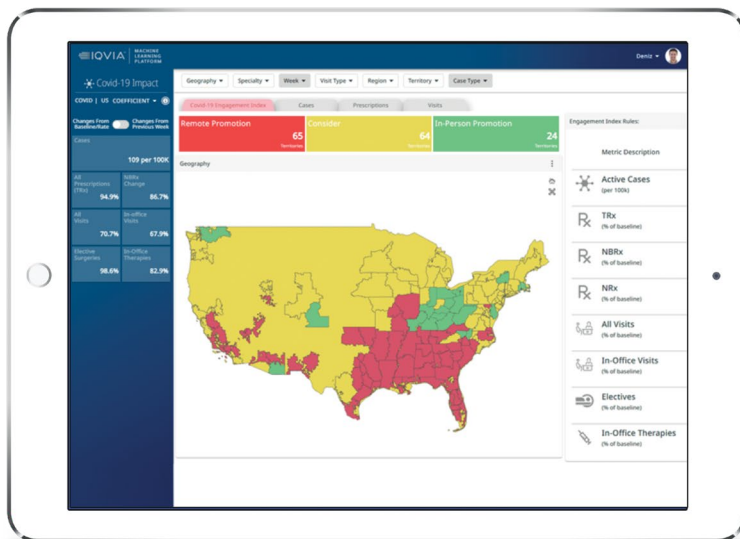


With real world data and built-in KPIs, Safe Entry provides an instant snapshot of the right territories for in-person engagement, along with guidance on when and where to remain remote. It synthesizes significant real world evidence trends across territories to provide market-specific viewpoints. Sales teams can make rapid, real-time decisions and quickly adapt to conditions on the ground.

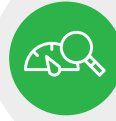
# Maximize HCP engagement opportunities – ensure sales force safety

Build a customized engagement index based on multiple conditions including number of active cases, change in prescription trends, trends in elective surgery, changes in virtual and in-person office visits, and more. Built-in rules simulate “what if” scenarios to support sales force re-entry and ongoing HCP engagement decisions.

Recommendations automatically display in a heat map showing which territories should utilize remote engagement and which are safe for in-person interaction at the territory, state, or even county level.



Make decisions quickly at the territory, state, and county level using a simple, visual interface



Simplify multi-faceted engagement decisions using 10+ built-in KPIs with more than 50 breakdowns



Simulate re-entry decisions and “what if” scenarios for sales force deployment



Leverage real world data that is refreshed on a weekly basis



Save development time and cost with a turnkey product that is fully customized to your organization’s engagement rules

## IQVIA Safe Entry

### CONTINUOUS DATA TO FACILITATE CONTINUOUS CHANGE

COVID-19 will continue to drive rapid change, and sales teams can be prepared to meet resulting challenges. Safe Entry is refreshed on a weekly basis to deliver up-to-date metrics to support ongoing, agile engagement decisions.

### SCHEDULE A DEMONSTRATION

Ensure sales team safety while maximizing HCP engagement opportunities.

Visit [IQVIA](https://www.iqvia.com) to request a demonstration and learn more.



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