

# IQVIA Medical Solutions: Medical Content Development

*Introducing newly optimized ways of high scientific HCP engagement for pharma*

In today's dynamic environment, **optimized healthcare professional (HCP) engagement is a critical success factor** for the pharmaceutical sector. There has been a gradual shift towards high scientific activities as **HCPs are seeking authentic, unbiased and trustworthy information** and delivery via Medical teams.

IQVIA brings enhanced medical solutions that provide **value-based HCP engagement with curated content development services** for Medical Affairs. We partner with and enable pharma organizations to optimize engagement throughout the product lifecycle and build a strong foundation for long-term HCP relationships with the following key offerings:

<div style="background-color: #0070C0; color: white; padding: 10px; border-radius: 15px 15px 0 0;"> <p><b>MEDICAL SCIENCE LIAISONS</b></p> </div> <ul style="list-style-type: none"> <li>Field medical affairs</li> <li>Scientific engagement</li> <li>KOL relationships</li> <li>Insight generation</li> </ul>	<div style="background-color: #003366; color: white; padding: 10px; border-radius: 15px 15px 0 0;"> <p><b>MEDICAL CONTENT DEVELOPMENT</b></p> </div> <ul style="list-style-type: none"> <li>Scientific write-ups</li> <li>Manuscript</li> <li>Digital content</li> <li>Promotional material</li> </ul>	<div style="background-color: #00A651; color: white; padding: 10px; border-radius: 15px 15px 0 0;"> <p><b>VIRTUAL ADVISORY BOARD</b></p> </div> <ul style="list-style-type: none"> <li>KOL contracting</li> <li>Slide deck preparation</li> <li>Logistic arrangements</li> <li>Post-event summary</li> </ul>	<div style="background-color: #00A09A; color: white; padding: 10px; border-radius: 15px 15px 0 0;"> <p><b>MEDICAL TRAININGS</b></p> </div> <ul style="list-style-type: none"> <li>HCP training</li> <li>MSL training</li> <li>MA training</li> <li>Tailored to requirements</li> </ul>
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## DEEP DIVE INTO MEDICAL CONTENT DEVELOPMENT SOLUTIONS

IQVIA's curated medical content development solutions can be tailored to your needs in various content formats to help support in delivering compelling scientific communications with HCPs.

### CONTENT FORMATS

- Manuscripts**
- Scientific write-ups**
- Creative presentations, FAQs, Brochures**
- Concise content for digital media**

### KEY OUTCOMES

- Facilitate evidence dissemination**
- Establish scientific dialogues**
- Enable launch readiness**
- Support informed decision-making**

We are here to help build your success story. Contact us for more information on IQVIA's Medical solutions.

**CONTACT US**  
iqvia.com