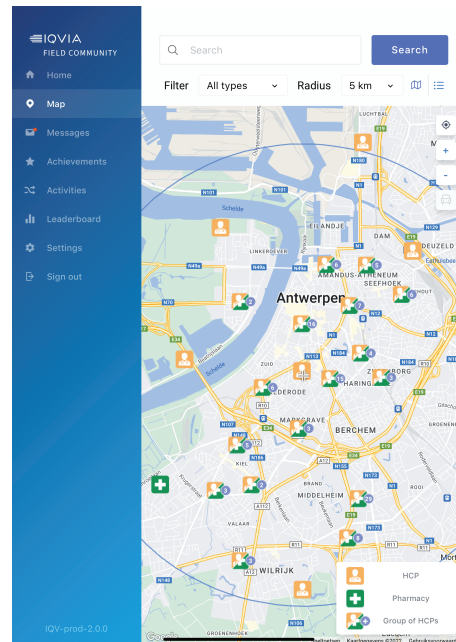**IQVIA**

# IQVIA Field Community:

## *A Social Network to Boost Sales Productivity and Efficiency*

## Introducing:

IQVIA Field Community, a social network for pharmaceutical industry sales reps to share live information about Healthcare Providers (HCPs) in Belgium. Just as Waze users share information on road conditions via a mobile app, sales reps use the IQVIA Field Community to share live information from physicians and pharmacies throughout the country.



## Live Data, Shared Industry Wide

The IQVIA Field Community gives sales reps a mobile platform for communicating helpful information about HCPs to other reps across the industry. It's a communal tool for collectively increasing the industry's sales productivity and efficiency.

## Basic Version Promotes Productivity

The basic version of the IQVIA Field Community helps reps plan their day for optimal productivity. With live input from their counterparts, they'll have the latest information on:

- **Waiting Room Status.** How many people are in the waiting room queue?

- **HCP News.** Who's going on vacation, retiring, changing practices, etc.

- Opening Hours. When is the best time to visit a pharmacy?

- **Provider Contact Information**. Any recent changes to the provider's contact information (address, phone, etc.)?

### A TRUSTED PLATFORM JUST FOR REPS

- Live data, uploaded in real time

- Available on IOS and Android

- Visual map of HCP locations

- Leaderboard and gamification to reward usage

- Automatically syncs with OneKey, IQVIA's reference database on healthcare providers in Belgium

- Client Administrator controls for messaging, emailing priority physicians and/or pharmacies, and managing users

- Fingerprint or face id access for security

# Category Management Version Supports Efficiency

The subscription version of the IQVIA Field Community includes additional information and functions to support optimal call efficiency. The premium version offers:

- **Innovator Scores on ~7,000 GPs.** The IQVIA Field Community comes pre-loaded with ratings from beta test users on GPs' uptake of new products in Belgium, and the scores will only grow richer as more reps take part.

- **A Route Map and Travel-Time Calculator.** Before heading to their next appointment, reps can determine, using the application itself or a link to Google Maps, the best route and its associated travel time.

- **GP appointment information.** Find all options on how to make an appointment, whether it is via e-mail, their website or phone.

## Two-Way Communication with OneKey

When any rep uploads a change to an HCP's contact information, it is instantly available to all users and sent to OneKey. IQVIA reviews the edit and either approves it, or reverses the change if it is incorrect.

### THE MORE, THE MERRIER

A rising tide lifts all boats, and information shared across the industry serves everyone's interests in using the sales force's time more effectively. The more reps who contribute information, the stronger and more useful the tool will become. To encourage participation, the IQVIA Field Community will maintain a leaderboard of the top 20 users and will award "badges" to users for specific information sharing activities. This allows sales reps to compare their own contribution in a fun way.
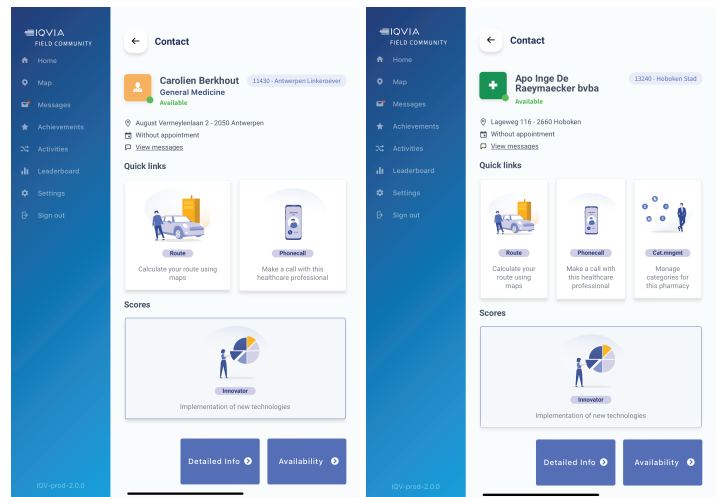


### REPS SERVING REPS

Prior to opening the network to all Belgian pharmaceutical companies, IQVIA tested an earlier version of the concept with its own Contract Sales Force. Participating companies can expect the same benefits we've enjoyed:

- **Increased rep productivity.** Reps can plan their days – and their routes – for maximum time in front of prescribers.

- **Enhanced call quality.** Through the Innovator and Category Management, reps have a better understanding of how to approach and communicate with a given physician or pharmacy.

- **Easier start-up in a new territory.** Reps new to a territory can get up to speed more quickly; key insights aren't lost when a rep leaves.

For more information on how your sales force can join the IQVIA Field Community, please contact: our Contract Sales and Medical Solutions department, we can demo the app for you and review the differences between the basic and premium version.

**CONTACT US**
**To find out more** please contact our
Contract Sales and Medical Solutions Department
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