

IQVIA Pharm In Touch

Link with Pharmacies for Efficiency, Marketing Reach

IQVIA Pharm In Touch e-commerce platform and communications channel, links pharmacies' back office operations with those of subscribing manufacturers in a secure, one-to-one connection. It serves as a convenient resource for pharmacists and an innovative sales/marketing channel for manufacturers of pharmaceuticals, cosmetics, and nutrients.

The versatile platform has been around long enough (since 2007) to have gained critical mass both in the number of manufacturing subscribers and pharmacy users, creating a virtuous circle of deepening value for all participants.

The more, the merrier

IQVIA Pharm In Touch gives pharmacists a free, one-stopshopping experience for their back-office interactions with manufacturers. It integrates with their own software (if supported by manufacturers), simplifying the ordering process and allowing them to opt for delivery from wholesalers or logistics partners. And it gives them the power to request information and materials from manufacturers as needed. The portal is available 24 x 7 on computers, tablets, and smartphones.

Today, over 90 percent of pharmacists in Belgium are active users of the system, relying on it to order products across manufacturers and to request information and materials. The more manufacturers who subscribe to IQVIA Pharm In Touch, the richer and more convenient the resource is for pharmacists. And, of course, the more pharmacists rely on it, the more attention your company and products will receive. When the IQVIA Pharm In Touch was first launched, users in the top 500 pharmacies in Belgium used it on average once a month; in this year, they logged on every three days, on average.



FEATURES FOR MANUFACTURERS

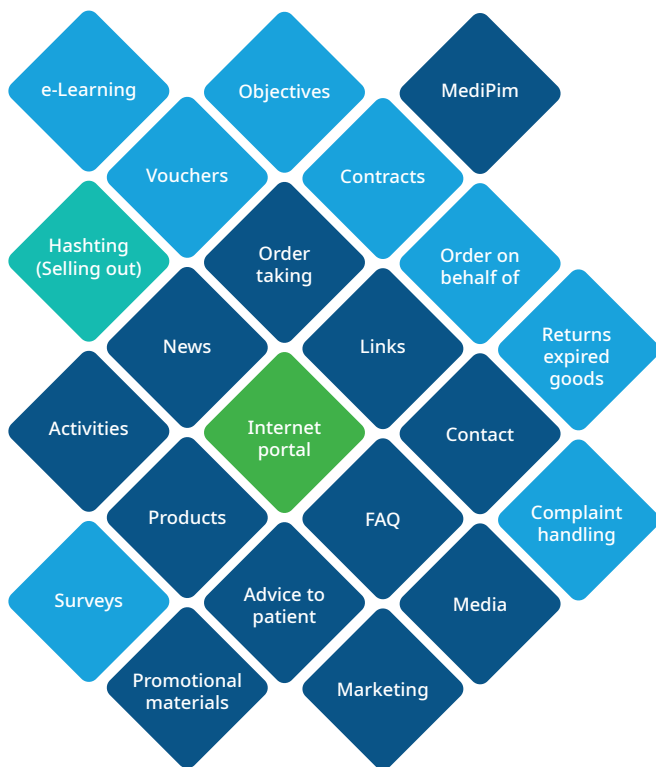
- One-to-one content and conditions
- Automatically integrates with pharmacy systems and manufacturer ERPs
- Integrates with IQVIA's MobiRep so repdriven orders are reflected
- Designed with a core application and extra modules, priced separately

A Popular Service Strengthens customer relations

The ordering application is a major benefit for pharmacies, and so draws them into the platform on a regular basis. You can take advantage of the connection to reach your pharmacists customers, delivering marketing services to them, including promotions, mobile coupons, and patient materials, as well as other education and news. Collectively, the applications become a welcome resource for pharmacists.

The core application of IQVIA Pharm In Touch, which is offered at a basic price for subscribing companies, includes the product ordering function as well as an array of services like promotion, news, and information, FAQ, e-learning, contracting, surveys, and vouchers functions. All of which enrich the channel and strengthen your customer relationship.

IQVIA Pharm In Touch is available in modules



Blue are standard features Light Blue and Teal are on-demand features

EFFICIENCY, EXTENDED REACH, AND STRENGTHENED RELATIONSHIPS

The automated ordering process is efficient for both pharmacies and manufacturers and reduces the opportunity for input errors. But the real value for you comes from using IQVIA Pharm In Touch as an added communications channel that broadens your reach and amplifies your message.

The platform helps you reach non-targeted pharmacies and increases the frequency of your contacts with targeted pharmacies. Current subscribers have increased their rep target coverage by 15 percent and their contact frequency by 14 percent. IQVIA Pharm In Touch functions in this way as a virtual sales rep. and becomes a vital part of an e-strategy.

Plus, with IQVIA Pharm In Touch, sales are less dependent on reps; sales don't suffer during rep vacations or during crises such as the COVID-19 pandemic.



Used by 90% of Belgian pharmacies



Increases rep target coverage by 15%



Increases contact frequency with targets by 14%

CONTACT US

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