



Extend Reach and Engage Your HCPs In The Next Normal

*Build connected experiences through
multi-channel outreach services*



IQVIA's Multi-channel Outreach Services (MCO) can provide your organization with custom and packaged solutions to build relationships virtually.

We can target your specific business challenges and apply the right solution for your needs with a mix of data, technology, expertise, and skilled resources.

Channels

EMAIL

A suite of technologies and services to support your customer journeys (enterprise head office communications or client emails) triggered by IQVIA or your Reps.



CONTACT CENTRE

Outbound phone outreach to your most valuable customers to raise awareness about new programs or to collect information from an HCP's office.



REP ASSISTANT

Flexible remote assistants to maximize your current Reps and MSLS' productivity by quickly delivering key messaging to a large audience or connecting with HCPs interested in engaging with you in your markets.



MAIL

Direct mail allows you to communicate with your audience in a tactile manner with opportunities for personalization of format and content to increase the impact of your communications.



FAX

Faxing services ensures your communication is fax ready, personalized, and optimized to optimize deliverability.

Suite of MCO services



HCP SELF-SERVICE GUIDANCE

IQVIA can help you leverage all available channels to present value to the HCPs and guide them towards the resources that they are already looking for.



LEAD GENERATION, QUALIFICATION & REP SUPPORT

Our solution can quickly canvas a target audience, delivering initial key messaging to help identify hand-raisers that are looking to engage with your Reps.



PRODUCT / BRAND PROMOTION AND INFORMATION

Orchestrated multichannel outreach initiative to ensure full coverage and optimization of your HCP digital and non-digital communication assets.



CHE EVENT AWARENESS AND REGISTRATION

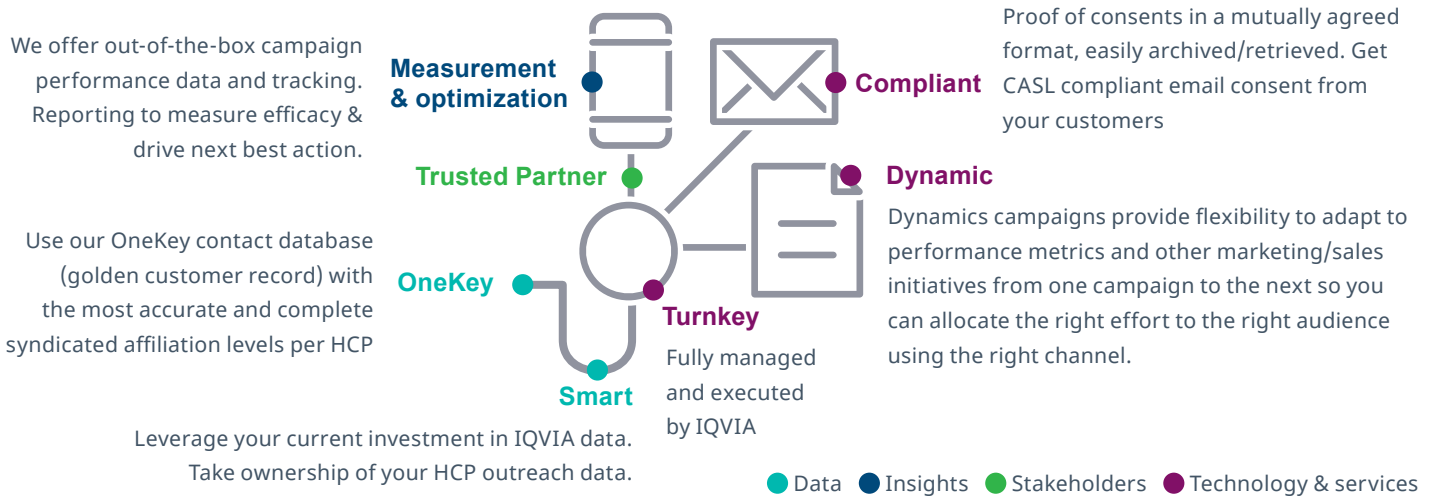
Our orchestrated campaign solution is designed to leverage all available channels in creating awareness about the campaign while simultaneously offering both online and offline registration mechanism.



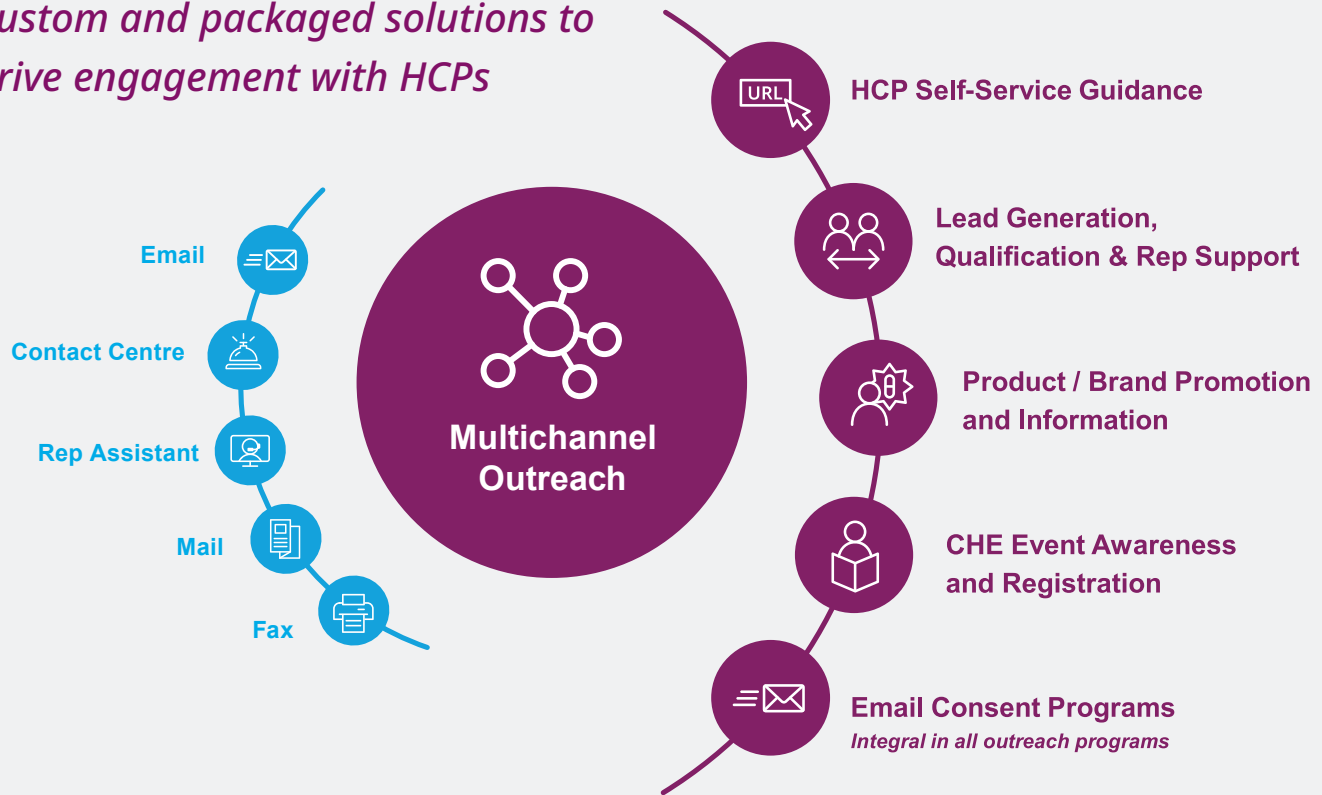
EMAIL CONSENT PROGRAMS

Leveraging each communication point with the HCP, we offer services to help you request, collect, and archive explicit email consents for use by your organization.

Making the right intelligent connections for your needs



Custom and packaged solutions to drive engagement with HCPs



IQVIA benefits & differentiators

IQVIA is a trusted partner with experience in supporting upwards of 25 Canadian Pharma Co's in communicating with HCPs and collecting consents with superior consent capture rates compared to standalone consent programs by other vendors.

- **Expert services and advanced proprietary technologies**
- **Unrivalled access to data**
- **Single and multichannel engagement capabilities**

ABOUT IQVIA

IQVIA is a world leader in using data, technology, advanced analytics and human expertise to help customers drive healthcare, and human health, forward. Together with the companies we serve, we are enabling a more modern, more effective and more efficient healthcare system, and creating breakthrough solutions that transform business and patient outcomes.

ABOUT DATA AD HEALTH

Data Ad has been providing complete Healthcare Marketing Communications Services to the pharmaceutical industry for over 30 years. From our 35,000 square foot highly secure facilities, we provide complete project management and execution for a host of different campaigns, all seamlessly produced under one roof.

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