IQVIA

IQVIA Field Alerts

Supercharge your brand growth to drive precise and timely HCP alerts

Are you reaching the right HCPs? Are your alerts arriving too late to inform physicians before a treatment decision is made? Is your messaging relevant and valuable to physicians?
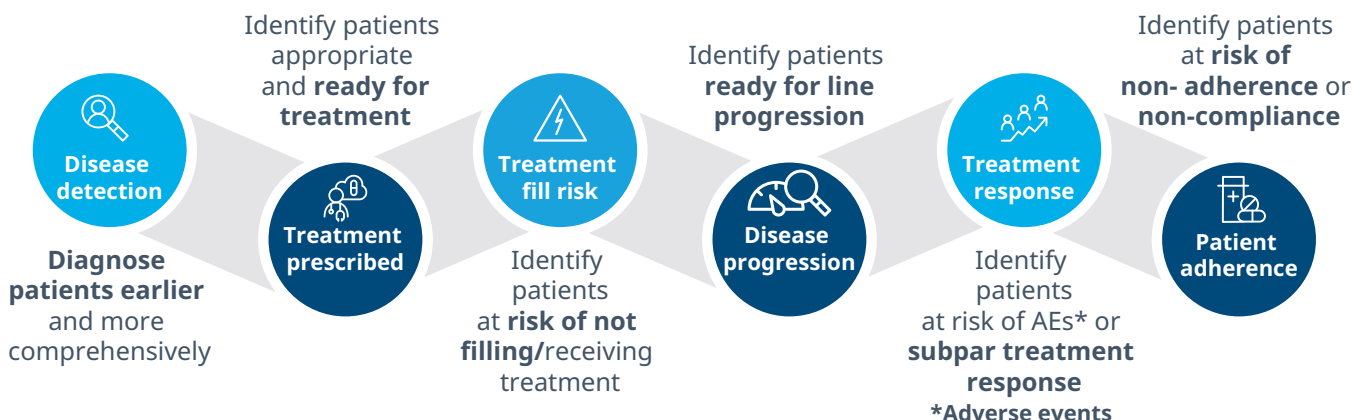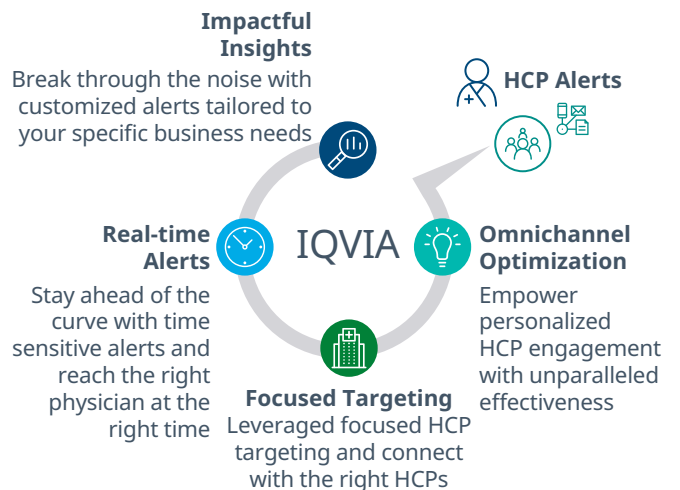
IQVIA can help you utilize the power of our unparalleled data assets and AI capabilities to increase the precision and timeliness of your alerts.

With the IQVIA Field Alerts offering, we can accelerate your brand performance by proactively reaching physicians in "real time" especially before a medical event or a treatment decision occurs. Our data mining and our predictive model-based approach will enhance your current tactics to more rapidly and completely identify patients who can benefit from diagnosis or treatment to ensure you can deliver your messages to physicians at the most relevant and impactful time.

Not all HCP alerts are equal in quality and effectiveness. Ineffective alerts can create noise, lack relevance, or be too narrow or broad in scope for the specific disease or product of interest. Late alerts pose the risk of sales teams reaching out to HCPs who have already addressed the patient's needs, leading to confusion and wasted time sifting through irrelevant information instead of pursuing genuine opportunities. Additionally, alerts programs should not be treated as one-off efforts, as continuous real-world monitoring and optimization are crucial. By adapting to changing

market dynamics, patient outcomes, and HCP conversions, alerts program can remain strong, ensuring that business opportunities are fully realized.

In contrast to the challenges mentioned earlier, IQVIA offers a solution that leverages the intricate interactions throughout the patient journey, allowing us to develop HCP Alerts that are highly targeted and time-sensitive. Through our consultative approach, we deliver real-time alerts tailored to your specific business objectives. With these alerts, you can take proactive measures by reaching out to the right physicians ahead of medical events or decisions, ensuring that your outreach has the maximum impact. Furthermore, our alerts contribute significantly to your omnichannel optimization efforts, empowering you to personalize your HCP engagement more effectively and achieve greater success.

Impactful Insights
Break through the noise with customized alerts tailored to your specific business needs

HCP Alerts

Real-time Alerts
Stay ahead of the curve with time sensitive alerts and reach the right physician at the right time

IQVIA

Omnichannel Optimization
Empower personalized HCP engagement with unparalleled effectiveness

Focused Targeting
Leveraged focused HCP targeting and connect with the right HCPs

Identify patients appropriate and **ready for treatment**

Identify patients **ready for line progression**

Identify patients at **risk of non- adherence** or **non-compliance**

Disease detection

Treatment prescribed

Treatment fill risk

Disease progression

Treatment response

Patient adherence

Diagnose patients earlier and more comprehensively

Identify patients at **risk of not filling/**receiving treatment

Identify patients at risk of AEs* or **subpar treatment response**
*Adverse events

What makes IQVIA a leading vendor in field alerts

IQVIA is uniquely positioned to combine our deep domain expertise with a highly consultative approach to design and deploy highly effective alert programs and track their performance in real-time. Our capabilities are differentiated by our investment in integrating real world data, transformative technologies, predictive analytics, wide range of best in class data assets, and healthcare expertise.

Real-time alerts provide intelligence on demand to supercharge your customer engagement

Real time alerts allow you to identify the "next" patient and engage with a more receptive audience based on...

- Best in class data

- IQVIA AI and Alerts Domain Expertise

- Consultative approach that tailors to your needs

Best in class data inputs

- Comprehensive patient and HCP level clinical activity

- HCP digital behavior

- Lab partner data and results

- KOL network mapping

IQVIA AIML & Alerts Domain Expertise

- AI & Machine Learning center of excellence

- IQVIA Clinical expertise and experience across dozens of TAs

- Innovative AI driven Rules Generator methodology

Consultative Approach and tailored alerts

- List of priority/ opportunity customers tailored to your needs, including...

  » Distribution channel

  » Delivery format

  » Alert cadence

  » KPI tracking

Our recommended approach to alerts

IQVIA has established a phased approach to developing Field Alerts and will make sure that each phase is carefully considered to ensure outputs are relevant, accurate, and actionable.

IQVIA will partner with you to develop real-time customer alerts that are tailored to meet your specific business objective

How do I define my opportunity and what am I trying to achieve with real-time customer alerts?

1	2	3	4	5
How do I **define my opportunity?**	Who is the **right audience?**	What is the **right channel?**	What is the **right message?**	What does **success** look like?

IQVIA follows a four-phase process to tailor real real-time alerts to client's needs

1. Defining your opportunity
2. Choosing the right data
3. Designing the right alert
4. Designing a deployment strategy

Takeaways

- AIML model or rules-based Alerts deliver a flexible, dynamic, and predictive approach to enable incredibly effective and personalized HCP engagement.

- Enhance your omnichannel optimization by leveraging the power of artificial intelligence (AI) and machine learning (ML) based models or other data mining algorithms to identify potential patients and their HCPs more accurately (e.g., undiagnosed, or eligible for next line of therapy).

- IQVIA's rules-based trigger can leverage both claims data and and lab data, which creates a richer picture in identifying the right HCPs for a more relevant trigger.

- IQVIA has the curated data, technology and expertise in healthcare, clinical coding, therapy areas and AIML data science required to deliver a successful Alert program.

- IQVIA will partner with you to develop real-time HCP alerts tailored to meet your specific business needs.

Client testimonials

"The predictive alerts suggestion was very accurate! I am not sure this customer would have responded to my email appointment request at another time, but because he had a patient that he was thinking about future treatment options, I believe he was open to talking to me. Thank you for the AIML-driven suggestions!"

"The field is really excited to have better leads and do less busy work. IQVIA was excellent in critically thinking through our business challenges and providing actionable recommendations. Outstanding partnership, collaboration, and project management."

"One of my account managers has gotten 2 new starts following up on a predictive lead and one more in the works. Both of my account managers feel the data is right in line with what customers are doing. They both felt the data is helping uncover possible patients and providing good leads."

IQVIA

CONTACT US
RWDandAIinsidesales@iqvia.com
iqvia.com