

# IQVIA OneKey Global Marketing Services

*Increase the precision of your customer engagement for better commercial resonance*

## Modern customer engagement requires a better understanding of commercial stakeholders at an individual level and in real-time.

As HCP/Os have adopted new digital channels, commercial teams are targeting them with a broader range of campaigns than ever. While it's great to have options, an "everything-fits-all" approach lacking customization is overwhelming and delivering content that is relevant and trustworthy is crucial. By partnering with experts in modern campaign design and execution, teams can improve predictions about what audiences will respond to, plan and execute on them compliantly, and, ultimately, enhance commercial traction.

### Our global marketing services team supports the following areas



#### Medical and promotional communications

- Custom-designed, multi-country, omnichannel campaigns to help clients promote webinars, newsletters and other educational and medical content
- Backed by HCP/O attribute, preference and behavior insights in OneKey data and centrally managed and powered by Salesforce Marketing Cloud



#### Risk management services

- Centralized dissemination of Risk Minimization Measures leveraged on OneKey data and in strict compliance with requirements of local authorities
- Communication of adverse events through educational materials and direct HCP/O outreach



#### Data privacy notification services

- Provisioning automated notifications to HCP/Os regarding when and how their data was used
- Data governance and harmonization for compliance with local and regional data privacy regulations such as GDPR



#### Social and programmatic advertising

- Activation, management and optimization of scalable digital campaigns to engage key HCP/Os and patients
- Targeted coverage of channels including web banners, social media and point-of-care screens



#### Consent gathering

- GDPR-compliant data enrichment with HCP-consented emails and mobile numbers to enable remote engagement compliance with both channel permissions and local regulations



#### Inbound and outbound support services

- Inbound services include a dedicated team available 24/7 to promptly and reliably process HCP/O requests, ranging from technical support with medical devices to adverse events reporting
- Outbound services include outreach to HCPs to provide treatment information, request engagement consent, and collect contact details



HCPs impacted



Countries included  
in campaigns



Cross-Country  
projects

## Unparalleled data and expertise to reach audiences with relevant, differentiated information

These services are backed by OneKey, the world's largest and most comprehensive source of global HCP reference data. With 250-1,000 data attributes per profile, we enable a real-time, nuanced understanding of the right message, channel, timing, and recipients of your treatment messaging for personalization and optimal resonance.

Our OneKey Global Marketing Services team has strong expertise in helping commercial teams develop campaigns spanning a broad range of traditional and emerging channels. We pride ourselves in customizing our approach to individual clients' needs and business goals.

### BENEFITS OF COLLABORATING WITH OUR TEAM INCLUDE:



Centralized point of contact with global and local expertise for multicountry campaigns.



Consented email capabilities for adherence to regional and local data privacy regulations



Well-established partnerships with call centers, print mail companies, inbound service providers and programmatic service providers.



End-to-end capabilities as a data provider, campaign planner, and campaign implementer.