

The Future of Healthcare Professional (HCP) Engagement

Introducing the IQVIA Engagement Specialist

Today's HCP Engagement

Life science companies are evolving their commercial models of Healthcare Professional (HCP) engagement to build access and relationships for the future

The pandemic has changed commercial operations with the acceleration of digital transformation in life sciences. Ensuring a workforce which is agile and equally competent across both personal and digital channels is essential for HCP engagement and IQVIA are well positioned for this change, moving towards a targeted omnichannel approach of HCP engagement from a previous multi channel push-based approach.

In today's environment, life science companies must operate differently and evolve their models for HCP Engagement as part of a broader commercial engagement strategy.

Increasing focus on putting **HCP and ultimately patients at the very heart** of any strategy and decision-making model.

Continuing to ensure **launch excellence** in a challenging and evolving external environment.

Optimally partnering with external vendors to support GTM models through advancing people-based solutions as well as embracing digital, next best and AI capabilities.

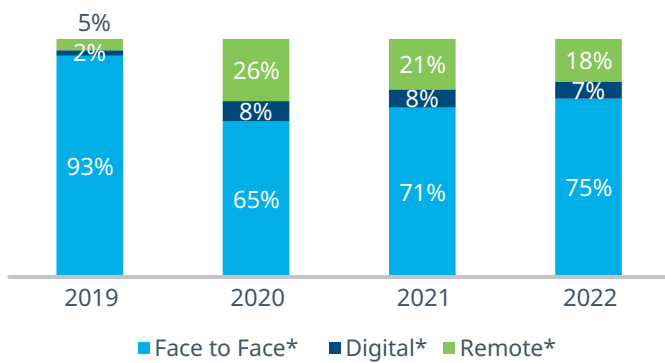
Reduced face to face HCP access in many global markets requires new strategies to be effective without losing sight of efficiencies. The integration of data and technology with people can not only provide a more targeted channel based approach towards HCP engagement but is also very much in line with evolving HCP expectations as to how they want to interact with life sciences in the future.

Although digital transformation has accelerated the promotional model of engagement, the ongoing value of people-based interactions combined with digital remains the most impactful and the model for future engagement*.



Commercial HCP engagement since the pandemic has become more varied across the globe with contacts on Remote channel remaining up by 226% in 2022 vs 2019. Traditional Channel Face to Face interactions remain the preferred method of engagement by HCPs globally.

Engagement Channel Mix-Yearly Trend



Channel definitions: F2F* includes F2F Detailing with Rep and F2F meetings, events; Digital* includes Digital – Rep E-Mailing and Digital Instant Messaging, Texting; Remote* includes Remote - Detailing with Rep (Telephone), and Remote - Detailing with Rep (Online), and Remote - Meetings/Events (Live, Streaming)
Please note there are other engagement channels such as traditional mailing, samples, digital automated channels not included in the analysis hereby.

Enabling people with integrated data and tech can help life sciences maximise these engagement opportunities

Robust Customer Relationship Management (CRM) and the orchestration and integration of insights, through Artificial Intelligence and Machine Learning (Next Best) and engagement journeys can help build the optimal end to end contact solutions.

The future for HCP Engagement lies in an insight-driven, responsive model that intelligently coordinates between people-based and digital interactions that provides strong linkages between brand strategy and promotional execution.

Excellence in HCP Engagement starts with great customer facing teams!

IQVIA can help you achieve your business outcomes and deliver a trusted CX by providing people combined with the right insights, technology, and expertise for today's HCP Engagement

Introducing IQVIA Engagement Specialists - equipped with integrated insights and technology, enabling the best outcomes and trusted customer experience.

The IQVIA Engagement Specialist operates across a range of customer touchpoints to deliver business outcomes as well as to build longer term relationships with customers.

Through their skills, capabilities and knowledge they have the potential to instill differentiation and loyalty towards both Company and brand/product assets.

Engagement Specialists can represent an umbrella term for all aspects of HCP Engagement, or can be further segmented to represent differences in role types:

- **Therapy Area/Sales Engagement Specialist**
- **Medical/Scientific Engagement Specialist**
- **Value/Access Engagement Specialist**
- **Key/Account Engagement Specialist**

Engagement Specialists from IQVIA have 6 core capabilities important in delivering a great HCP Engagement experience



Expertise and mindset focusing on how we recruit for skills, knowledge, business acumen and a strong next best mindset



Performance management to continually deliver the best HCP Engagement experience through comprehensive ongoing training and coaching including that for first line leaders



Insight driven approach to ensure they adapt their approach to customer preferences and introducing new integrated insights which are embedded into our strong digital capabilities within IQVIA



Digitally enabled making the best use of combined data and technology through our extensive experience in providing HCP engagement.



Omnichannel harmony by understanding the communication preferences and ensure they 'get it right' and provide an optimal customer experience



Content savvy to ensure personalised and relevant content delivered in a meaningful way



An IQVIA Engagement Specialist can deliver a more tailored CX-driven HCP experience!

IQVIA Engagement Specialist skills have evolved towards a broader CX driven approach to ensure they maintain core people-based customer facing people and skills.

CX driven future HCP Engagement through IQVIA Engagement Specialist

People and skills with optimal performance mindset

Customer-centric insights leveraging segmentation and targeting plans along with existing customer knowledge

Digitally enabled to deliver next best actions derived from data and technology ecosystems

Aligned measures and processes with 360 feedback

Customer focus to deliver an orchestrated and personalized CX

Resourceful, resilient with an open mindset to change

Whilst building and evolving new competencies in our people we understand the need to ensure all IQVIANS bring core elements to HCP Engagement.

Confident and flexible across all channels of delivery according to HCP preferences.

High performing, measured through robust KPIs that focus on key business outcomes as well as building customer relationships.

Motivated to ensure they make a difference to the HCPs and ultimately the patients they serve.

Credible to understand evolving preferences and ensure they deliver the optimal experience for their customers.

Valued team players who understand the importance of account management and adding value to the customer and ecosystem.

Productive and work flexibly and optimally to achieve the desired outcomes.

They have evolved other capabilities through the addition of more specific and targeted additions including insights, digital enablement, customer focus with aligned and evolving measures to ensure HCP engagement is flexible and agile operating in a post pandemic future.

Delivering a trusted CX comes through an understanding of emotions and behaviors

We ensure that all our people understand the emotions and behaviors of HCPs that are associated with delivering a trusted experience; one where the HCP feels valued, and benefits from the interaction with the Engagement Specialist supporting a range of outcomes including access, longer term relationships, future engagement preferences and being open and responsive to change.

A deep understand of Customer Experience can lead to a more defined customer journey based on individual communication and channel preferences. This personalized approach can help to facilitate

business outcomes in the short medium and long term enhanced through customer loyalty and longevity of business relationships.

IQVIA Engagement Specialist is enabled with a robust digital ecosystem plus NEW integrated insights to deliver best-in-class customer engagement across all relevant channels

IQVIA Integrated Insights is an AI powered platform generating actionable recommendations through next best action to provide the Engagement Specialist with highest opportunity HCPs to engage with. Powered through a dynamic KPI library, Integrated insights drives personal insights on target HCPs in real time and for measuring impact and business outcomes.



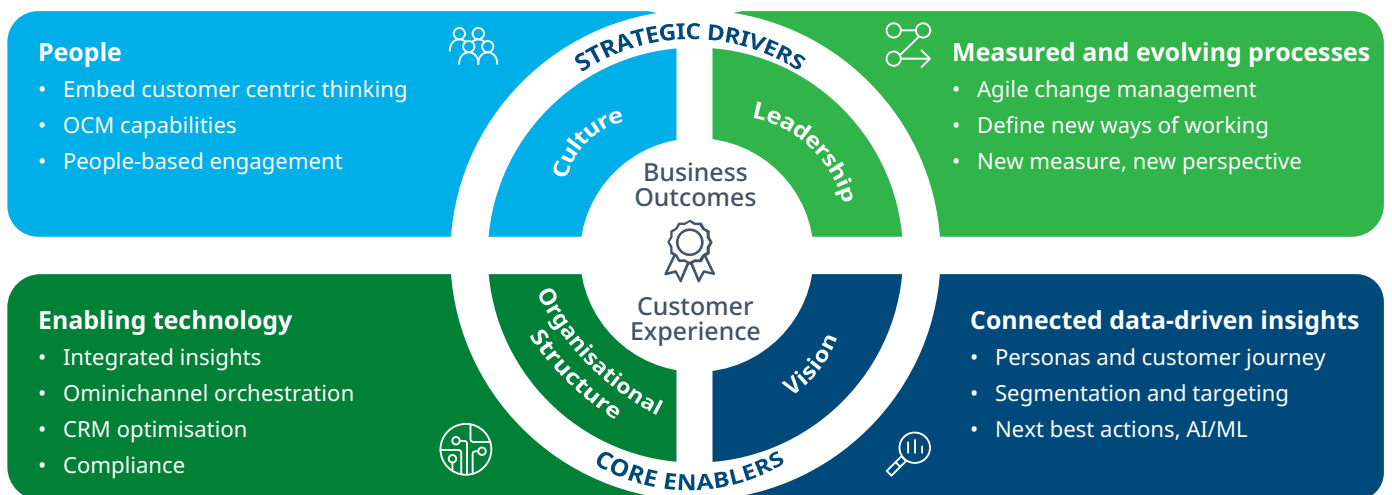
We ensure that people are an integral component of building an ecosystem within life sciences

To optimize HCP Engagement as part of a wider strategy requires the integration of data, technology, and processes that work harmoniously together.

- **People & Culture** to ensure that this customer centric thinking is embedded through the organisation with customer management capabilities
- Adapting to an **ever-increasing digital environment** and evolving HCP preferences by enabling technology through the integration of insights, CRM optimisation and the delivery of omnichannel harmony compliantly

- **Connected Data-driven insights** through understanding personas and customer journeys, optimising segmentation and targeting coupled with Next Best actions, AI/ML
- The importance of **measuring and evolving processes** through agile change Management but equally ensuring clearly defined new ways of working with supporting new measures, KPIs and new perspectives

By integrating people with data and technology through IQVIA Connected Intelligence we can ensure integration between complex omnichannel marketing and sales deployment decisions and can augment clients where they do not have existing capabilities and or resources, or where dynamic outsourcing may be the most efficient option.



Take the next step with your HCP Engagement; make connected and integrated decisions to maximize your Company performance and deliver a trusted CX to your customers and patients

Please contact the Global HCP Engagement Team to learn more HCPEngagement@IQVIA.com