

# IQVIA Field Force Agent

*An AI-powered assistant that transforms how field teams prepare, engage, and perform*

Get real-time insights, recommendations, and summaries backed by agentic AI through a conversational interface. Field Force Agent integrates seamlessly with CRM systems to provide personalized, actionable intelligence that enhances productivity and field engagement effectiveness.

## Smarter Prep. Stronger Engagement. Real Results.

### 360° HCP/HCO View

Real-time, unified insights from CRM, call notes, IQVIA data, and public sources

### Actionable Recommendations

Next best actions, messages, and channels — driven by live data analysis

### Built-In IQVIA Intelligence

Pre-integrated datasets for faster setup and instant impact



### Multi-Format Delivery

Insights in voice, slides, and email — built for how field teams work

### Fast, Frictionless Deployment

Agent-ready templates and harmonized data — no dashboards needed

## Proven Impact

27%

**time saving** in HCPs call preparation and follow-up

85%

**user satisfaction** on HCP insights generated and ease of use

>15%

**more multichannel equivalent calls** made by reps using the agent

## For every rep, every day



Streamlined pre-call prep



On-demand targeting



Centralized HCP view



Personalized recommendations



Compliant interactions

# Your edge in every interaction

IQVIA Field Force Agent delivers AI-powered insights that streamline planning, connect fragmented data, and personalize HCP engagement. Built for life sciences field teams — from sales to medical sciences liaisons (MSLs) and account management — it helps drive informed, high-impact conversations every day. Also available for teams in consumer health and medical devices.

## One agent, multiple personas



### Sales

Effectively communicate treatment value



### Key Account Managers

Optimize outreach to healthcare systems



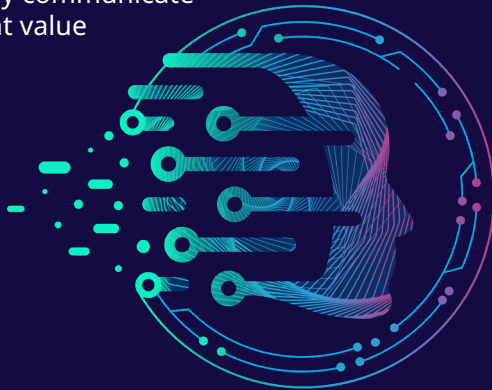
### MSLs

Deliver scientific value with confidence



### Managers

Guide teams performance signals



## Field intelligence that works the way you need it to



What did I discuss on my last call with Dr. Smith?



Summarize Dr. Kim's scientific engagement history.



Which pharmacies in my territory are low on cold and flu stock?



Drive new levels of performance, enhance efficiencies, and improve patient outcomes with IQVIA *Healthcare-grade AI*<sup>™</sup>. Learn more at [IQVIA.com/AI](https://www.iqvia.com/AI)

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