

Agile Brand Promotion

An insight-driven and responsive HCP engagement model

Today's reality

Pharmaceutical companies are reconsidering what an effective healthcare professional (HCP) engagement model looks like.

The COVID-19 pandemic has accelerated the digital transformation of every pharma promotional model. While the value of face-to-face, personal HCP interactions remains impactful, the efficacy, adoption, and ROI of digital, non-personal engagement continues to increase. Clearly, the future lies in an insight-driven, responsive model that intelligently coordinates and optimizes both personal and non-personal HCP engagement with direct linkage between brand's strategy to promotional execution.

Confusion and complications exist around how best to execute the new go-to-market approach

- **Confusion around terminology...**
Terms like multi-channel, omnichannel, and customer experience are used interchangeably without understanding the difference or relative value that each offering brings to the table
- **'Omnichannel' is limited to 'marketing only'**
Most new engagement efforts focus on digital marketing channels. Sales, Field Force, and medical channels are siloed and disconnected
- **New teams are stood up, with little impact**
Innovation groups often compete with other internal teams and are under-resourced, or not fully leveraged by the business.
- **Lack of focus, intent, and pull-through**
Teams are set up to act as arbiters of best practice, providing only strategic guidance, while others focus purely on execution of multichannel marketing. Few do both.
- **Aspirations are misaligned with reality**
New capabilities like to provide insights to the field, or coordinate orchestrated engagement function with limited scope, reach, and impact.



Why IQVIA?

OPTIMIZE HCP ENGAGEMENT WITH AGILE BRAND PROMOTION AND IQVIA'S CONNECTED INTELLIGENCE™

For pharmaceutical companies, designing and executing the most effective HCP engagement models requires a marriage of a bottoms' up individualized approach with a holistic and strategic intent. IQVIA brings together a comprehensive mix of best-in-class data, advanced analytics, digital media, deep therapy

insights, and cutting-edge technology to determine which investments to make, and how to reach the right HCP, at the right time, with the right message to achieve the desired results with precision. We help companies understand where every dollar spent adds the most value while optimizing total customer experience.

Agile Brand Promotion

THE KEY TO EFFECTIVE CUSTOMER ENGAGEMENT IS BEING ADAPTIVE AND HYPER-PERSONALIZED

Connected, convenient customer data: Customer and commercial data is optimally captured, integrated, stored, and managed to provide a rich 360° view of the customer and can be quickly and easily accessed.

Diverse, differentiated field roles: Define and develop a wider, more variable suite of customer-facing roles with a more specialized skill set, tailored to the specific portfolio and therapeutic dynamics.

Omnichannel engagement: Expand customer touchpoints to ensure sales, marketing, and medical channels interact with one another seamlessly driving enhanced engagement with customers throughout their daily, digital lives, not just at the doctor's office.

Adaptive allocation: Understand and monitor local market and territory needs in near real-time to support flexible resource allocation across personal and non-personal channels, and defining the thresholds for change.

Hyper-personalized experience: Develop tailored HCP engagement strategies at an individual level that span across channel, content, and cadence, to deliver a differentiating experience.

Advanced analytic decision-making: Harness predictive analytics and AI/ML capabilities to intelligently assess the impact of engagement strategies, promotional mix, resource allocation, and execution.



The flexibility of the IQVIA approach allows for implementation through multiple entry points, wherever clients are in the transformation process. The Agile Brand Promotion framework provides clearly articulated definitions of, and roles for, each component of a “true omnichannel” that fully encompasses both personal and non-personal promotional efforts to synchronize the HCP engagement. The ability to look analytically at every piece of the promotional puzzle allows Pharma companies to make better, more precise, and more informed decisions as to where to allocate budget dollars directly linking choice to brand performance.

Our “true omnichannel” approach includes:

- **Healthcare data:** From provider to patient to payer, accurate, reliable, and useful data is critical to every decision our customers make. We can create a custom, end-to-end, data to analytics solution or build on top of and enable existing solutions that can accelerate customer success.
- **HCP digital engagement:** Reach HCPs throughout the entire digital advertising spectrum. IQVIA’s OneKey data fuels industry-leading email, programmatic, social media, and advanced TV campaigns, designed to engage the right HCPs, at the right place, at the right time.
- **Analytics and measurement:** Our HCP Omnichannel Navigator Platform organizes and visualizes the information needed to make informed decisions about digital advertising and media spend. This user-friendly interface allows key stakeholders to make quick investment pivots, maximizing ROI.
- **Field force optimization:** Break down structural silos between marketing and sales groups with the data and insights necessary to support fully coordinated HCP engagement efforts. We can help determine which HCPs are best served by personal and non-personal touches, or a combination of both to dynamically deploy human and digital resources that best meet the needs of each HCP.

By connecting strategy to both promotional spend and channel tactics, IQVIA can tie together complex omnichannel marketing and sales deployment decisions and can augment clients where they do not have existing capabilities/resources, or where outsourcing may be the most efficient. That means, IQVIA can provide field teams, as well as inform dynamic deployment in terms of when to pivot between face-to-face and virtual interaction, or switch to digital outreach. Agile Brand Promotion better serves HCPs, which in turn can better serve patients.

Take the next step. Move beyond siloed thinking and make connected and integrated promotion decisions to maximize brand performance.

[Contact an IQVIA representative to learn more.](#)



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence™](#)