

# Powering Exceptional Brand Experiences

## Today's reality: Intelligent customer engagement drives better quality of care and patient outcomes

Over the past few years, we have witnessed a profound change in how people engage on digital channels to receive healthcare information, treatment support, and patient care.

This transformation reflects a rising preference and expectation from physicians and consumers for a smart, digital, customer-first experience that ensures delivery of relevant, timely, and targeted healthcare information to improve patient outcomes.

To meet this demand, pharmaceutical and healthcare brands have been increasingly focused on a more omnichannel, digitally mature, and privacy-sensitive approach to engaging healthcare professionals and consumers.

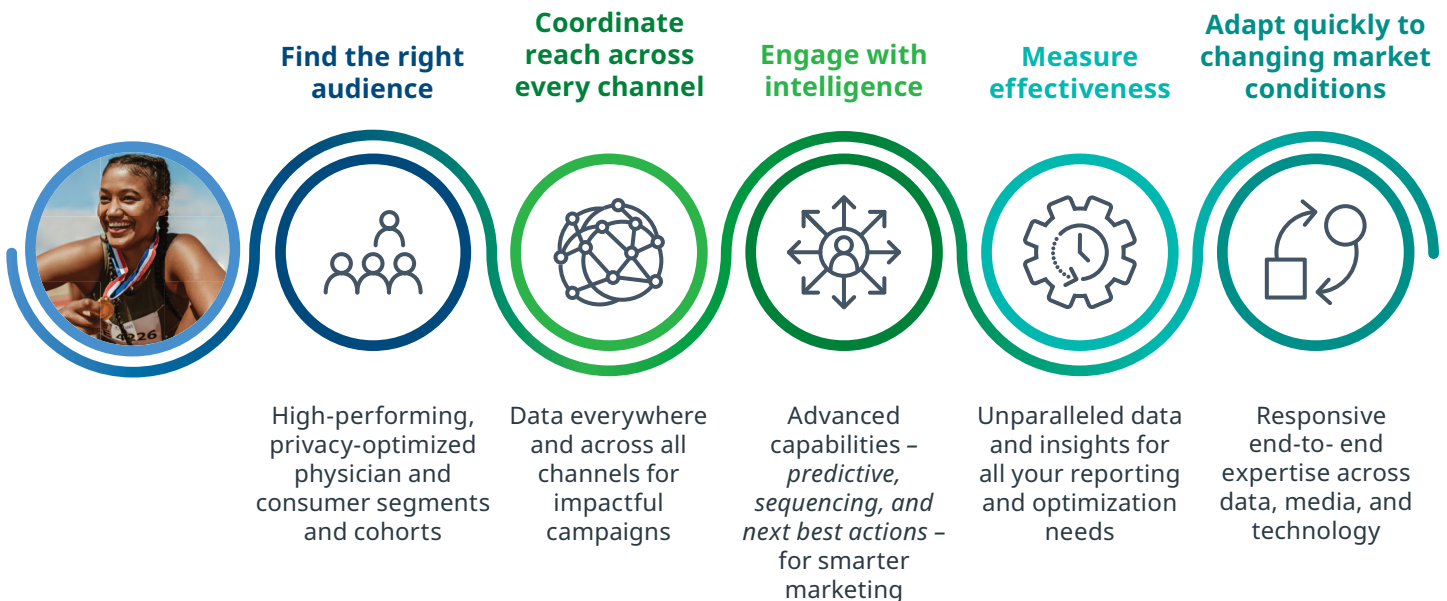
We believe the time is now for the next significant step forward — to modernize healthcare marketing and

transform digital multi-channel customer engagement.

IQVIA's Digital Enablement Center of Excellence offers an innovative solution, built to take your brand to the next level with:


- authenticated, privacy-optimized data, and analytics;
- the industry's most comprehensive partner and publisher ecosystem;
- innovative healthcare-ready technology;
- patented provider behavior data and customer engagement engine;

and a team of digital marketing experts to enable an effective, agile, and adaptable go-to-market model to provide better quality of care to patients.



# The IQVIA difference: Seamless and smart digital customer engagement that powers exceptional brand experiences

Our comprehensive digital marketing solution is ready to lead a new era – delivery of personalized brand content to a physician and consumer one minute, and better treatment at the site of care next.

IDENTIFY 	ENGAGE 	MEASURE 	OPTIMIZE 
Gain greater accuracy using our privacy-forward, advanced profile, clinical, and contextual data	Reach physician, patient, and consumer audiences consistently across all channels with integrated yet highly personalized experiences	Report on key performance metrics, assess campaign effectiveness, and build real-world ROI stories	Analytics and tools custom-built to deliver actionable insights to maximize impact and optimize marketing resources
<ul style="list-style-type: none"> <li>• Custom audiences</li> <li>• Curated audiences</li> <li>• Insight-based audiences powered by AIM XR Web</li> </ul>	<ul style="list-style-type: none"> <li>• Email marketing</li> <li>• Social Media</li> <li>• Programmatic advertising</li> <li>• Advanced TV</li> <li>• Endemic Websites</li> <li>• Contextualized Triggered Engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign Reporting</li> <li>• Channel Performance</li> <li>• Market and Competitive Dynamics</li> <li>• Audience Quality Scoring</li> </ul>	<ul style="list-style-type: none"> <li>• AIM XR behavioral insights</li> <li>• Navigator</li> <li>• Lasso Levers™</li> <li>• Lasso Vision™</li> </ul>

Our HCP and DTC solutions scale to fit your omnichannel marketing goals, whether you need support for a specific channel or audience, or for a multi-layered, integrated strategy. Contact us today to learn more.



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