

# Data-Driven Engagement for Hospitals and Health Systems

*Uncover and action innovative market insights to support the optimization of digital engagement strategies with IQVIA Market Analytics*

IQVIA's provider and digital enablement solutions optimize engagement strategies for hospitals and health systems. Now you can uncover geographic-level market insights to inform your outreach campaigns and measure the effectiveness.



### Provider strategy solutions

Gain visibility into provider profiles, referral patterns, procedures, and prescribing behaviors to maximize your growth strategy.

### Customer relationship manager

Integrate predictive analytics and IQVIA's industry leading solutions to optimize patient engagement strategies.

### Provider relationship manager

Evaluate all provider touchpoints to maximize provider engagement by leveraging IQVIA's data assets and subject matter expertise.



### Market strategy solutions

Analyze market dynamics and provider trends, behaviors, and activities at the geographic-level to inform your strategy and decision making.




### Campaign performance analyzer

Measure and optimize campaign performance to improve return on investments.





## Identify, engage, grow

Customer need	Customer benefit
Deploy strategies to retain patients	Measure provider referral patterns and trends
Engage patients and providers with marketing campaigns and business development strategies at the geographic level based on trends and opportunities	Understand provider landscape, patient procedure trends, patient density, reimbursement metrics, and prescription activity in a geographic market
Measure marketing return on investment	Ability to adjust campaign strategies and budget for optimal results
Enable physician liaisons to engage with providers in and out of network	Gain a competitive advantage by deploying tactics to maximize provider engagement
Proactively engage patients with clinical and marketing messages	Drive in-network care, patient health outcomes, value-based care initiatives and contribute to growth





## IQVIA difference

-  Largest prescription and medical claims database in the industry
-  Unique data sourcing strategy leading to the most stable claims database in the industry
-  Seamless integration with expansive portfolio of IQVIA data assets and solutions

## Unparalleled data

-  >90% of all retail Rx claims
-  1.6B annual medical claims
-  250M annual institutional claims
-  >300M non-identified patients

## Related data offerings

-  Prescription claims
-  Medical and institutional claims
-  Remittance claims
-  HCP and patient demographics, patterns, and behaviors

[Contact us](#) for more information.



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