

IQVIA Infinite Dimension Profiler

A self-service, integrated data platform solution for faster, better attribution, and superior HCP targeting

Today's reality

Omnichannel marketing efforts with disjointed healthcare professional (HCP) information negatively impact speed-to-insight.

Disparate data is hard to organize, understand, and manage. When it comes to gaining a complete picture of the HCP and targeting the industry leaders and decision makers who are most likely to influence and impact a brand, commercial leaders need a solution that goes beyond their standard CRM. They need a clear, holistic view of the HCP universe across multiple datasets and the ability to segment that data based on key differences for an organized view of the attributes and profile insights that matter most to their business.

To succeed in a competitive market, brand leaders need access to an integrated data strategy that can easily identify and understand HCP trends and behaviors so they can activate the next steps that are most likely to resonate with their prospective target audience.

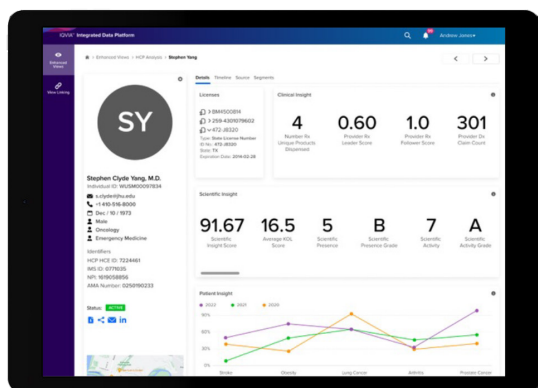
The right solution —

IQVIA Infinite Dimension Profiler

Stay ahead of competitors and ensure faster product adoption with the most robust set of HCP dimensions brought together in one place and the ability to rapidly absorb, segment, and bridge new and complex HCP data faster than ever before.

IQVIA Infinite Dimension Profiler is the only self-service, integrated data platform solution that surfaces distinct HCP profile insights by preloading and bridging critical attributes across **trusted IQVIA data sources**. Built on a foundation of OneKey reference data as well as integrated Audience Identity Manager® (AIM XR), Accelerated Insights, Provider Companion, third-party, and in-house datasets, IQVIA Infinite Dimension Profiler empowers brand leaders to understand, profile, and act on macro-level HCP trends and behaviors via customized data filters for tailored targeting and network analysis.

This unique all-in-one platform also lets users build custom segments with over 400 filters to broaden target lists. The existing attributes allow you to set a high-level strategic view of the HCP universe and then quickly zoom to an individual HCP view to show the most robust profile in the life sciences industry. With Infinite Dimension Profiler you can easily target an HCP audience or optimize an earned media marketing strategy by accurately comparing HCP influencers across multiple attributes and analyzing their networks and relationships within each health system.



With Infinite Dimension Profiler commercial leaders can now:

- ✓ Quickly build and export custom segments using any dimension available in the platform
- ✓ Easily access HCP insights to include scientific influence, academic activity scoring, and Rx trends updated in near real time
- ✓ Search across specialty groups, therapeutic areas, and HCP networks and filter based on health networks, market trends, and geography
- ✓ Find and compare influencers in health systems regionally and nationally for use in speaker programs, conference product theatres, and non-personal promotion materials
- ✓ Understand connections between the HCPs who influence within a network of physicians
- ✓ Understand HCP behaviors on various digital channels including video
- ✓ Gain transparency into which HCPs have relationships with pharma related to promotional speaking, research, consulting, grants, and more
- ✓ Get aggregated views of HCP patient populations: demographics, payer mix, and comorbidities
- ✓ Add valuable attributes to your HCP profiles
- ✓ Create more meaningful HCP personas
- ✓ Load CRM or client data with the click of a button for more custom views

Ready to jump ahead of the competition?

Why Infinite Dimension Profiler?

With Infinite Dimension Profiler, companies get an all-in-one platform built on the backbone of IQVIA's unmatched OneKey reference data and the ability to easily map industry and therapeutic trends and segment target audiences with a simple touch of a button. Infinite Dimension Profiler gives commercial teams the power to identify influencers based on their preferred parameters, and the ability to understand professional impact across digital and in-person landscapes compared to patient demographics and Rx history.

A growing list of dimension attributes for a holistic view of the HCP universe

IQVIA ONEKEY



Professional and market access

The medical professional persona, including all affiliated organizations and professional relationships with other HCPs and their networks



Digital

The social aspect of the medical professional, including verification of handles, digital activity, and HCP peer networks



Scientific

Verification of publications, speaking events and videos, collaborations, grants, sponsorships, clinical trials, and HCP peer networks

IQVIA DATA ASSETS



Patient

A high-level, anonymous profile of the patients under the medical professional's care, including payer mix and claim views



Clinical

An aggregated profile of the medical professional's total prescription and diagnosis activity compared YoY



First-party sourced HCP database

IQVIA's database of first-party sourced HCP opt-ins for robust targeting and authentications across digital domains



Behavior insights

The aggregated insight profile of the medical professional's digital content consumption and behavior, including journey insights across our digital ecosystem

3RD PARTY DATA



Payments

CMS Open Payments data on life sciences payments from organizations to HCPs



Consumer

An aggregated view of consumer audiences under a given HCP's care and the consumer aspect of the individual outside the medical professional environment



New data sources continuously added. Contact us to learn more.

All the HCP data you need, all in one place, powered by IQVIA

Only Infinite Dimension Profiler provides healthcare companies with distinct sources of critical IQVIA profile data in near real time and an unbiased comparison of HCP's based on customizable strategic priorities with the most widely accepted privacy controls in the industry and data that is fully integrated into any CRM.

1 IQVIA OneKey

OneKey reference data is a single validated source that delivers insight into more than 11+ million professionals, including 750K organizations in the U.S.

2 IQVIA Accelerated Insights

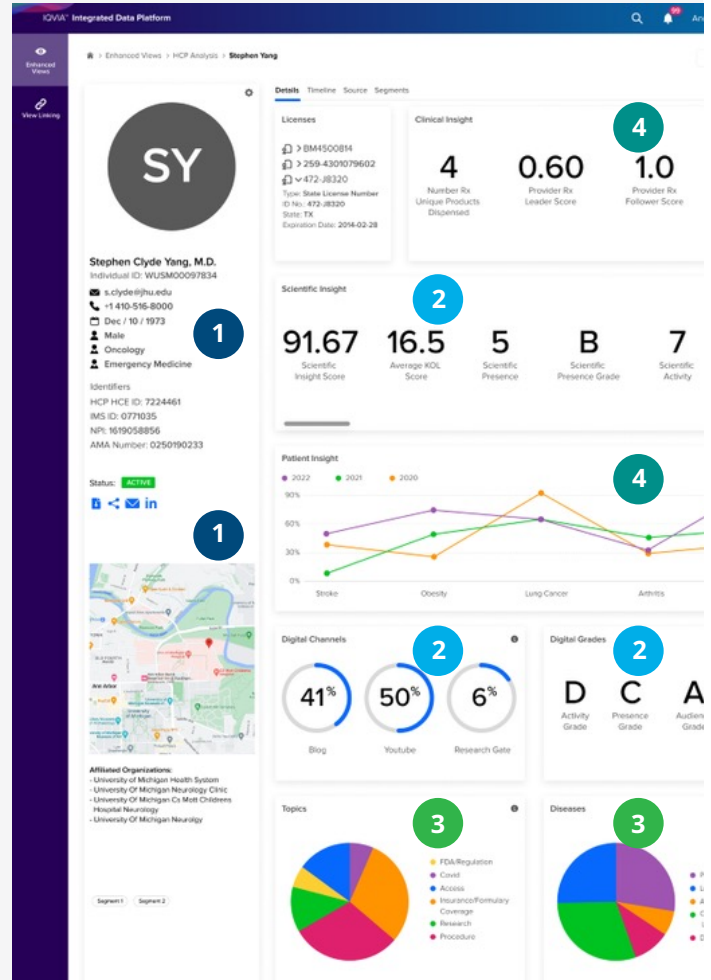
When you leverage a thought leadership network, brand adoption increases by 25%. Every day we monitor millions of sources across digital platforms and scientific outlets in order to identify, match, and link new thought leader insights to drive a customer-centric view with a focus on centralized commercial engagement to improve brand messaging.

3 IQVIA Audience Identity Manager® (AIM XR)

AIM XR captures digital behavior data across 4,000+ medical partner websites to deliver real-time updates on the content and topics that HCPs are searching for and reading about.

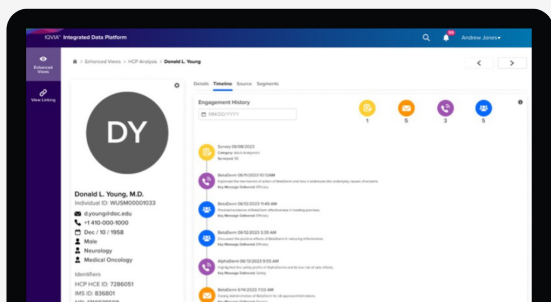
4 IQVIA Provider Companion

Provider Companion data depicts the comprehensive view of the provider, focusing on the HCP's demographic composition, including patient disease and payer mix.



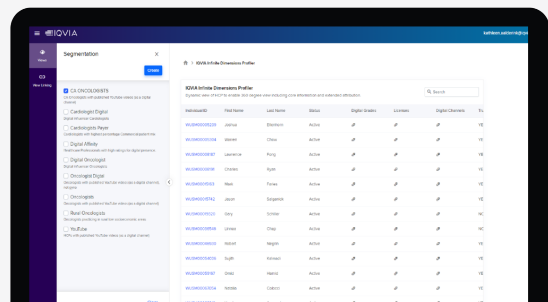
Take the data to the next level

Easily incorporate internal CRM data with a simple click of a button.



Infinite Dimensions means infinite segmentation capabilities

Quickly and easily build and export custom segments using any combination of the Infinite Dimension Profiler attributes.



Benefits of Infinite Dimension Profiler



HIGHLY SCALABLE

- Configuration-driven platform
- Dimensions are pre-loaded and bridged
- Zero infrastructure footprint



BUILT FOR SPEED

- Data refreshed and updated daily with validated profile data
- Identify and onboard new sources in weeks
- Rapidly integrate first party data in weeks



COMPETITIVE POSITIONING

- The most HCP dimensions brought together in one place
- Fast adoption puts users ahead of the competition



EASY TO ENGAGE

- SaaS platform
- List creation
- Data share or export
- Push data to digital activation platforms

Delivery

- Interactive Profile Viewer interface
- Custom queries in SQL explorer
- Data transfer or data share (AWS, Microsoft, Databricks, Snowflake) to company data lake

Related IQVIA offerings

- OneKey reference data
- OneKey Match
- IQVIA Transparency Reporting
- Data Governance and Stewardship
- MDM and IDP
- Intelligent Interventions
- Audience Identity Manager® XR (AIM XR)
- Omnichannel Solutions
- Companion Profile data

Why IQVIA

As healthcare's vital partner with more than 20 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and a connected intelligence framework to all our capabilities.

With easy access to information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time with a service that can only be provided by IQVIA.

Only IQVIA offers real, proven, and transparent data supported by a vast network of real partners with the information footprint that is expected and depended on by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.



About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

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