

# The Case for True Omnichannel Engagement Continues to Grow Post-Pandemic

## HCPs still feel field forces are highly impactful



of HCPs prefer in-person visits when interacting with reps and MSLs



In-person visits remain as the most pivotal channel for HCPs to obtain information when compared to other channels

## HCPs have growing preference for digital engagement



70% of HCPs prefer virtual details about specific product topics (efficacy, update, safety, and affordability)

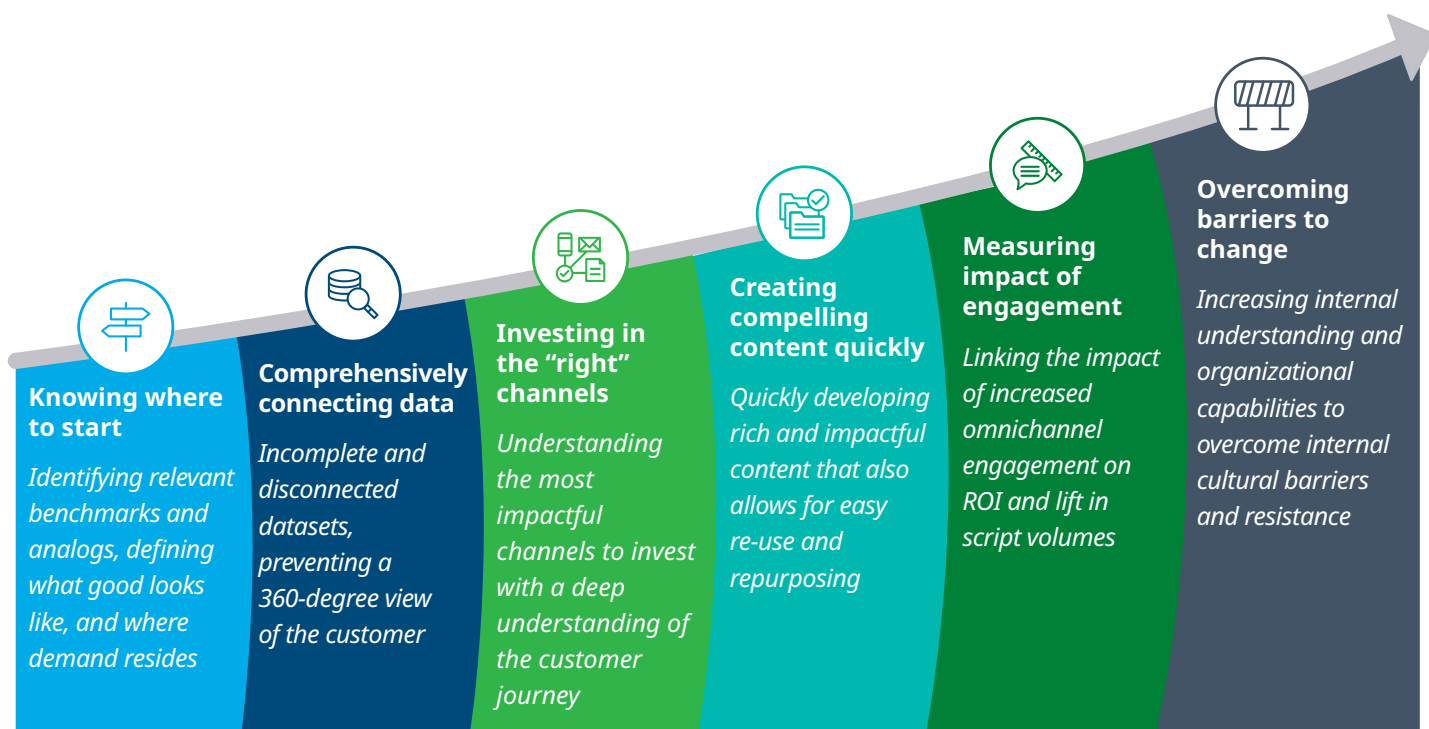


68% of HCPs found informational emails to be more convenient compared with in-person visits

Source: BrandImpact and IQVIA customer market research Q2 2023 (n=324)

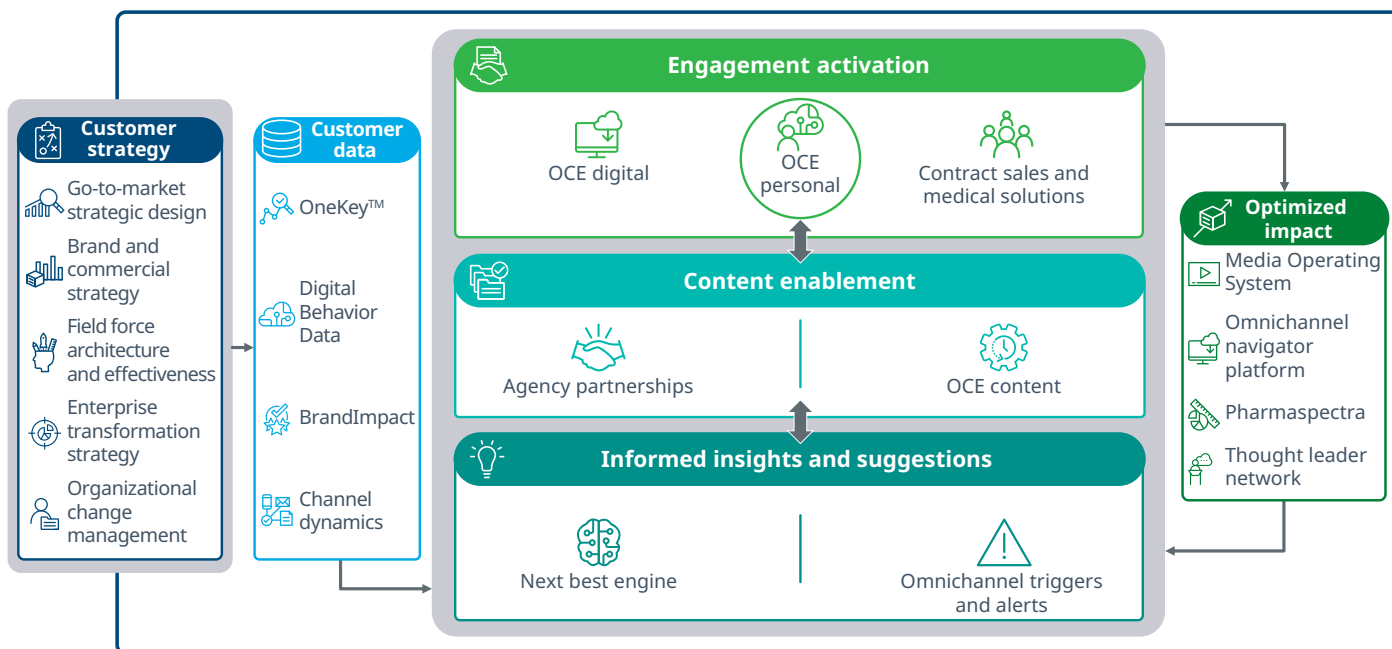
However, most pharma companies have struggled to meaningfully transform customer engagement

*Realize your customer engagement value through successful navigation of common commercial challenges*



# The key to success is in an integrated agile customer engagement model

## IQVIA's Agile Brand Promotion capabilities



## Why IQVIA?

### Unmatched depth and breadth of capabilities across entire commercial ecosystem

- End-to-end data, system, strategy, and execution services
- Synergistic connected capabilities



### Unparalleled connected commercial data and expertise, accelerating speed, and impact

- Holistic and integrated customer data
- Deep therapeutic area, go-to-market, and Omnichannel expertise



### Deep understanding of leading practices and applicability to emerging and mature clients

- Agnostic to client maturity
- Flexible engagement model



We are averaging **30% ENGAGEMENT RATE** (vs. avg. engagement of 7%). HCPs engage on with ~5.5 pieces of unique content and **40% OF ENGAGERS ENGAGE MULTIPLE TIMES**. We've reached 4K+ unique HCPs of which **82% ARE ON OUR TARGET LIST**. This is outstanding engagement and a great result.

**Brand Director, Top10 Biopharma**

## IQVIA

### Agile Brand Promotion connected capability proof points

↑ **20%** Increased promotional ROI

↑ **40%** Increased revenue

↑ **25%** Increased customer engagement

↓ **35%** Reduction in total cost of ownership

Interested in hearing more about Agile Brand Promotion, please contact [Matt Smith](#), Senior Principal, New Commercial Models & Digital Health.



**CONTACT US**  
iqvia.com