

Powering Exceptional Omnichannel Experiences

Personalized customer engagement drives better quality of care and patient outcomes

Today's reality

Throughout 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, MedTech companies have been increasingly focused on a more omnichannel, digitally mature, and privacy-sensitive approach to engaging healthcare professionals (HCPs) and consumers.

The time is now for the next significant step forward — to modernize MedTech marketing and transform digital multi-channel customer engagement.

IQVIA's Digital Enablement Center of Excellence offers an innovative solution, built to take your MedTech products 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.
- 
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.



Find the right audience

High-performing, privacy-optimized physician and consumer segments and cohorts



Coordinate reach across every channel

Data everywhere and across all channels for impactful campaigns



Engage with intelligence

Advanced capabilities (predictive, sequencing, and Next Best Actions) for smarter marketing



Measure effectiveness

Unparalleled data and insights for all your reporting and optimization needs



Adapt quickly to changing market conditions

Responsive end-to-end expertise across data, media, and technology

The IQVIA difference

Seamless and smart digital customer engagement that powers exceptional omnichannel marketing experiences

Our comprehensive digital marketing solution is ready to lead a new era; delivery of personalized product marketing and thought leadership content to a physician and patient one minute, and better treatment at the site of care the next.

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

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.



IQVIA
Connected
Intelligence™

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](#)