



Introducing New, AI-driven HCP Attributes

Go beyond specialty and prescribing data for smarter
HCP audience selection

Our proprietary AI-driven attributes help identify influential providers, early adopters, and HCPs who treat complex patients, making it easier to find, understand, and engage the audiences that matter most.

Launch Adoption Index (LAI)

Identify early HCP adopters of new therapies, based on insights from more than 2,000 product launches.

Why it matters

-  Find likely early adopters
-  Prioritize the right HCPs during launch
-  Improve audience selection beyond prescribing volume

How to use it

Focus launch efforts on HCPs most likely to adopt a new therapy early and influence broader market adoption.

Comorbidity Index

Reach providers who care for patients with more complex health needs within your target therapeutic category.

Why it matters

-  Identify providers treating patients with chronic and co-occurring conditions
-  Better understand patient populations
-  Prioritize HCPs treating within a disease area

How to use it

Focus launch efforts on providers who care for patients with higher illness severity, where the need for advanced therapies may be greatest.



Network of Influence

Identify providers who influence care decisions through referral relationships and professional networks.

Why it matters

-  Measure referral volume across providers and practices
-  Understand care and referral patterns
-  Identify providers with the greatest downstream influence
-  Discover KOLs

How to use it

Reach providers who influence treatment decisions across a broader network of healthcare professionals, not just those prescribing today.

Promotional Intensity Score

Find healthcare professionals with the highest levels of industry visibility and public engagement.

Why it matters

-  Surface the most active KOLs and industry experts
-  Improve speaker and advisory board selection
-  Focus outreach on highly visible providers

How to use it

Strengthen speaker programs, advisory boards, and expert engagement initiatives by accurately reaching healthcare professionals with established industry visibility and participation.

About IQVIA Digital

IQVIA Digital powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

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