FACT SHEET

IQVIA DIGITAL

Advanced Healthcare Professionals (HCPs) Audiences

Reach audiences of highly specialized healthcare professionals to enable more effective promotion that improves patient outcomes

Specialized datasets to engage HCP audiences

IQVIA's exclusive data foundation helps you engage your healthcare professional (HCP) audiences confidently and responsibly. Whether you need to reach a full care team supporting the treatment of oncology patients or want to expand your reach and increase coverage for your messages with an existing HCP audience, our advanced audiences are purpose-built for your strategic audience definition and flexible and sophisticated audience design.

AVAILABLE AUDIENCE	AUDIENCE DESCRIPTION	ADVANTAGE
CLINICAL BEHAVIORAL INSIGHTS	Based on IQVIA's exclusive data foundation of medical claims data, (diagnosing, prescribing, performing procedures) HCP audiences can be custom-made for specific brand/ campaign needs.	• Expand target/match list capabilities with relevant and up-to-date clinical behaviors • Identify HCPs submitting claims specific to your brand/campaign needs
DIGITAL BEHAVIORAL INSIGHTS	This audience is identified using Audience Identity Manager® (AIM) XR, a proprietary technology that observes and contextualizes digital content consumption behaviors of HCPs.	• Identify HCPs researching brand-relevant content • Identify white space and audience extension opportunities • Enable personalized, omnichannel engagement
IQVIA INFINITE DIMENSIONS	IQVIA's exclusive data foundation and other trusted data sources to create an all-encompassing view of each HCP's personal and professional behavior, these audiences provide valuable insights into digital and scientific/ medical activity and more.	Use either a stand-alone audience or as a layer on top of other available segmentation • HCP digital influencers • HCP scientific influencers • HCPs participating in clinical trials
FULL CARE TEAM	Through the use of IQVIA's extensive medical claims data, the Full Care Team audience features HCPs associated with the diagnosis, treatment, prescribing, and ongoing care of patients with specific conditions.	Reach the Full Care Team supporting patients in your target therapeutic conditions. Examples include: • Type 1 and/or type 2 diabetes • Lung cancer • Heart disease

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PROVOICE OVER-THE-COUNTER (OTC) INSIGHTS	ProVoice is best-in-class data with widespread use; "9 out of 10 doctors recommend" advertisements are founded on ProVoice data. Identified through survey data and IQVIA projections, this audience is an expanded group of HCPs who recommend OTC brands within more than 100 different condition categories.	Reach HCPs when you need to implement: • OTC campaigns • Branded campaigns where OTC treatments may be recommended prior to prescription products • Branded campaigns where side effects are typically treated with OTC drugs
RESTRICTED ACCESS PHYSICIANS	This audience includes any physicians at an organization where pharmaceutical rep access is limited or restricted (e.g., "low see" and "no see").	Gain broader reach and coverage, ensuring your key messages have the highest visibility possible among all relevant HCP audiences.
TELEHEALTH	All HCPs submitting telehealth and remote CPT/HCPCs procedure codes, or HCPs who work at an organization where the same codes are submitted.	Gain additional reach among HCP audiences who are leveraging telehealth to bring accessible care to patients.
REFERRERS	HCPs referring patients to specialists for additional diagnostics or more specialized treatment.	Evaluate HCP clinical behavior and engage HCPs treating patients earlier in their care journey.

*The above list of audiences represents a selection of what is available. Contact us today to obtain current audience sizes, learn about other audiences, or to discover how IQVIA Digital can help tailor an audience to your needs.

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, privacy-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.

Learn more at www.iqviadigital.com.

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