

IQVIA Digital Healthcare Professional (HCP) Audience Solutions

Reach the right HCPs confidently and responsibly

From flexible and sophisticated audience design to seamless activation to measurement insights, IQVIA Digital's comprehensive suite of Healthcare Professional (HCP) audience solutions empowers healthcare marketers to drive more effective promotions that improve patient outcomes.

Why life sciences organizations choose IQVIA Digital's HCP Audiences

Exclusive data foundation: Our HCP audience solutions are powered by an industry-leading, digitally focused data foundation including clinical, digital, behavioral, and demographic insights.

Flexible and sophisticated audience design: Tap into a robust portfolio of HCP audience solutions, built on nearly 1,000 attributes across 7M HCPs, to create meaningful and personalized engagement for any client request.

Omnichannel activation: Meet HCPs where they are through seamless distribution across email, programmatic, social, endemic search, TV, and other channels through our Media OS platform or our network of Media Partners.



Consent framework: Connecting with consented HCPs is the most responsible approach to digital advertising. Through our unique Healthcare Communications Network, 82% of prescribers have opted in to receive communication from IQVIA Digital and our clients.

HCP Audience categories

Advanced HCP audiences:



Digital behavioral insights: Identified via [AIM XR technology](#) observing HCP digital behavior across 6,000 endemic medical websites and 350M monthly research events.



Full care team: HCPs involved in diagnosing, treating, and managing conditions like diabetes, cancer, and heart disease.



Restricted access physicians: HCPs who work at organizations where pharmaceutical representative access is limited or prohibited.



Referrers: HCPs referring patients to specialists.



Over-the-Counter (OTC) Recommenders: HCPs recommending OTC treatments.

Influential HCP audiences:

Key Opinion Leaders (KOLs): Influential HCPs in publishing, speaking, and clinical trials.

Prescribing early adopters: HCPs frequently switching to new brands.

Scientific influencers: Publishing and research-active HCPs.

Digital influencers: Active on LinkedIn, X, Facebook, Instagram, etc.

Clinical trial participants: HCPs conducting trials.

Interested in learning more about our HCP audience solutions to help your brand?

[Get in touch with us today!](#)

Traditional HCP audiences:



Target/match lists: Based on NPI, email, or hashed email.



Clinical behavioral: Diagnosing, prescribing, performing procedures.



Professions and specialties: HCPs with specified professions and specialties (e.g. Nurse Practitioner or Oncology).



HCP affiliations: By organization name, type, or specialty.



Demographic: HCPs based on geography, gender, graduation year, license state, and many more.



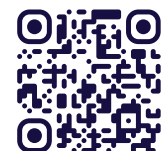
EHR: HCPs who work on specific EHR platforms.



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.

Learn more at www.iqvialdigital.com.



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