

Enterprise Longitudinal Access and Adjudication Data (ELAAD) Select for Digital

A focused offering to expand audience reach and boost engagement — powered by a high-quality, optimized dataset.

IQVIA ELAAD Select for Digital is a streamlined dataset of crucial, transaction-level open claims designed to plan, activate, and analyze omnichannel campaigns. With flexibility to expand and the same rigorous governance as other IQVIA Health Data Suite for Digital offerings, ELAAD Select enables digital marketers to move faster and more efficiently.



Accelerate marketing success with digital use cases

Planning: Quantify audience scale and reach for HCP and consumer campaigns

Measurement: Assess campaign effectiveness using health outcomes and engagement metrics

Audience building: Create segments based on clinical relevance, therapeutic interest, and behavioral signals

Optimization: Accelerate performance insights and refine strategies using real healthcare data

ELAAD Select for Digital by the numbers



~330M
de-identified patients



~11.5M
healthcare providers (HCPs)



~93%
all U.S. retail prescription claims



~752K
healthcare organizations (HCOs)

Focus on the essential data elements for confident decision-making



Planning: Focused open claims

Paid pharmacy and pre-adjudicated medical claims, with visibility into all therapeutic areas and HCP details like NPI



High efficiency

A streamlined dataset that reduces operational overhead while providing rich insights for omnichannel campaigns



Ease of use

Simplified layouts for digital teams to analyze and draw actionable insights from trusted healthcare data



Ongoing support

Our experts help you maximize the benefits of this and any Health Data Suite for Digital offering, from implementation to day-to-day support and guidance



Flexibility

All Health Data Suite for Digital offerings are built on a similar underlying schema for smooth interoperability

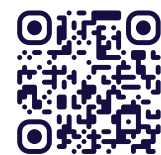
Let's talk about how ELAAD Select for Digital can power your next campaign.

ELAAD Select is available for use by publishers and other healthcare marketing partners, providing an easy onramp plus the ability to expand. Contact us at info@iqviadigital.com.

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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