IQVIA DIGITAL

HCP Digital Behavioral Insights

Take personalized omnichannel engagement to the next level with Audience Identity Manager® XR (AIM XR) technology

AIM XR provides real time 1:1 healthcare provider (HCP) level digital behavioral insights from an ecosystem of medical websites to power omnichannel solutions and deliver more personalized experiences for HCPs. Identify, reach, and engage at crucial moments of interest and intent. AIM XR is the **only patented technology** that:

Provides daily deterministic insights on over 1.4M HCPs across your owned web properties and the industry's largest ecosystem of medical websites, powered by patented AIM XR technology

Fuels every step of intelligent HCP engagement — across planning; activation and engagement across all channels (in-person and digital); and measurement and optimization

100% first-party sourced, opted-in, and authenticated HCP identity data fuels understanding at the deepest level, with over 350 million activation opportunities monthly your brand can engage in crucial moments of interest

Achieve unprecedented performance

Case study results

Daily digital behavioral insights fuel more impactful media experiences across all healthcare and life sciences verticals.

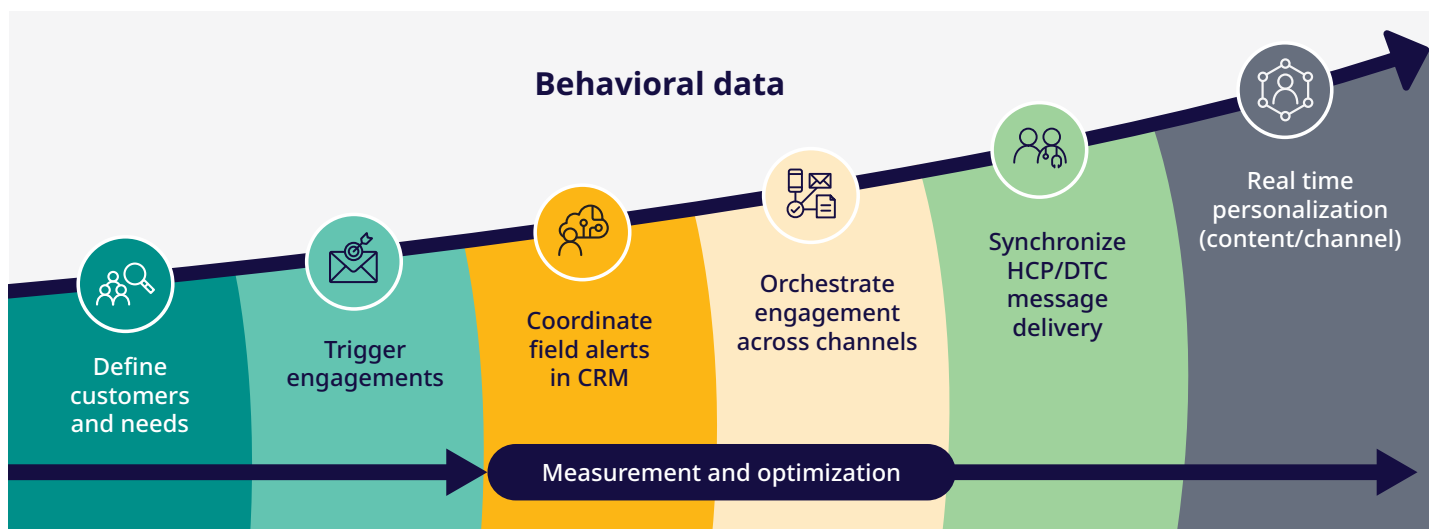|		
100% SALES REPS want to continue to receive AIM XR–powered field alerts **Pharma Brand**	**1/3** CPM for same impression volume **Pharma Brand**	**1500** HCP REGISTRATIONS in 6 months **Publisher**
20% RX LIFT in-person + digital vs. in-person alone **Pharma Brand**	**2x** PRODUCT ORDERS **MedTech**	**>1200** NET NEW PATIENT REFERRALS **>400** NET NEW SURGICAL CASES **Provider**

Our results prove that HCPs respond positively to personalized communication. Delivering timely and relevant messages when HCPs need them most can significantly enhance the continuum of care. However, optimizing communications across both digital and in-person channels presents a challenge, even for the most innovative brands. HCPs face an overwhelming number of demands and receive thousands of marketing messages daily. To stand out, brands must cut through the clutter and provide a high-quality, relevant customer experience across the organization.

Fueled by HCP research behavior data at every step, IQVIA can help achieve personalized omnichannel engagement at scale

Behavioral data

Define customers and needs

Trigger engagements

Coordinate field alerts in CRM

Orchestrate engagement across channels

Synchronize HCP/DTC message delivery

Real time personalization (content/channel)

Measurement and optimization

Gain value across your organization

Commercial operations, data strategy and analytics	Brand marketing	Field sales and CSOs	Medical affairs
HCP profiling and segmentation	**Enable intelligent omnichannel marketing**	**Empower sales reps**	**Empower medical science liaisons**
• Understand HCPs' brand journey • Inform content creation • Identify new leads • Leverage predictive analytics	• Deploy AIM XR triggered emails • Create custom HCP behavioral audiences • Reach HCPs in a coordinated messaging journey across email, banners, social and endemic	• Integrate HCP engagement insights into CRM • Send rep alerts on web visitors • Deliver Next Best message and channel • Provide rep-triggered email	• Identify HCPs with unmet information needs • Enhance HCP profiles, such as for KOLs • Inform and measure scientific communications platform • Gain insights to prepare MSLs for HCP interactions

---

IQVIA Connected Intelligence®

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**

CONTACT US
iqviadigital.com

IQVIA DIGITAL