IQVIA
DIGITAL

Enterprise Longitudinal Access and Adjudication Data Plus (ELAAD Plus)

Smarter planning, segmented audience builds, and outcome-driven optimization—powered by ELAAD Plus for Digital's integrated clinical dataset

A data solution designed for the evolving needs of healthcare marketers, ELAAD Plus for Digital is a versatile and comprehensive dataset, of open and closed claims, with built-in data harmonization and mapping. ELAAD Plus for Digital integrates longitudinal, privacy-safe health information across pharmacy, medical, and provider sources to support scalable, high-impact digital marketing.

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

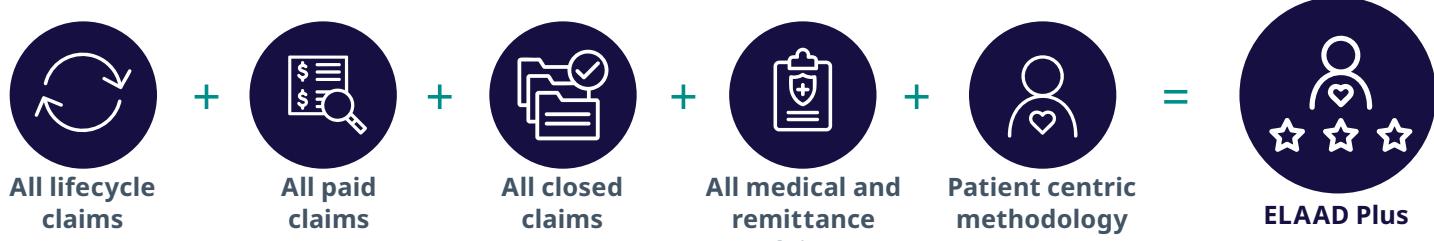## ELAAD Plus for Digital by the numbers

~330M
de-identified patients

~11.5M
healthcare providers (HCPs)

~93%
all U.S. retail prescription claims

~752K
healthcare organizations (HCOs)

An integrated dataset for accurate, privacy-safe marketing campaigns

ELAAD Plus for Digital builds on IQVIA's foundational business logic, renowned data accuracy, and trusted, transparent analytical methodologies. This blended solution increases visibility into an expanded universe of medical claims, HCPs, and patient counts, providing healthcare marketers with accurate, repeatable, and real-time insights.

All lifecycle claims + **All paid claims** + **All closed claims** + **All medical and remittance claims** + **Patient centric methodology** = **ELAAD Plus**

How ELAAD Plus for Digital is different

By integrating open and closed claims, ELAAD Plus increases claim, provider, and patient counts.

Closed claims: Comprehensive view of patient activity across settings, without product blocking limitations.

Open claims: Broad visibility across the healthcare landscape, without enrollment period restrictions.

ELAAD Plus bridges gaps for a more complete, persistent view of patient and provider activity. This enables marketers to understand the full patient journey and execute omnichannel strategies with confidence.

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

ELAAD Plus is available for use directly by brand teams or through agency and DSP partners—giving you the flexibility to activate how and where you need. 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, 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.
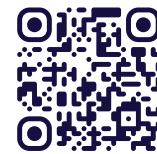
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