

# NP and PA Engagement Solutions

Identify, understand, and engage nurse practitioners and physician associates through peer-informed insight and activation

As NPs and PAs take a more central role in patient care, life sciences brands must move beyond physician-centric models. IQVIA Digital engages Advanced Practice Providers (APPs) around how they think, learn, and decide.

Built on verified APP identities and deep behavioral and attitudinal insight, IQVIA Digital's NP and PA Engagement Solutions deliver education and activation that are relevant, credible, and timely. The result? Stronger reach, higher uptake of clinical content, and more confident decision-making.

## NP and PA impact at a glance

**50+**

NPs and PAs practice and prescribe in all 50 states plus Washington DC.

**800K+**

Verified Advanced Practice Providers (APPs) in U.S. claims data.

**916M+**

Number of prescriptions written annually by NPs and PAs.

## Peer-informed engagement capabilities powered by proprietary data and designed around real-world clinical behavior

### Awareness and sponsorship solutions

To address gaps in clinical education tailored for NPs and PAs, IQVIA Digital introduces trusted disease-state education and brand content early in the decision journey.



**Center of Excellence**

Unbranded content hub that builds trust through ongoing disease education.



**pocnNEWS**

Delivers targeted clinical content with embedded brand visibility.



**Peer Perspectives**

Peer-led discussions that share real-world clinical perspectives.



**Peer Clinical Cases**

Real patient cases that support diagnosis and treatment decisions.



**pocnBOOST**

Programmatic solution raises NP and PA visibility quickly with precision targeting and scalable reach.



**POCN+ Podcasts**

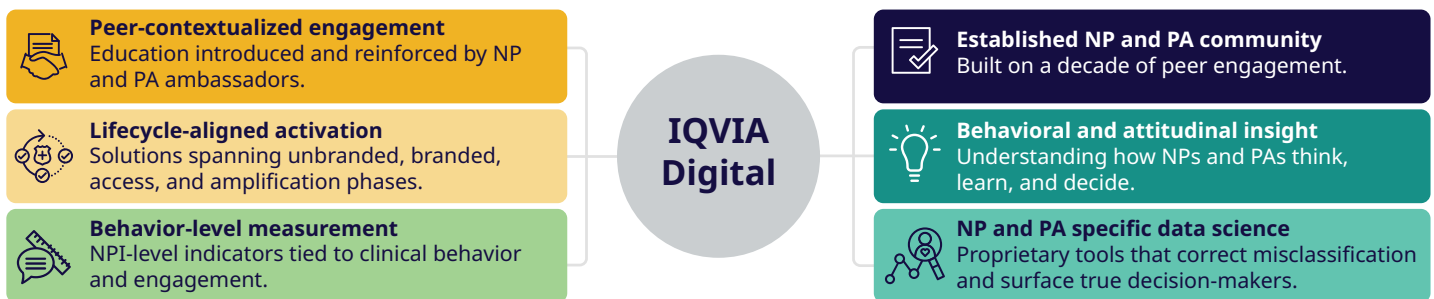
Authentic, peer-led discussions on disease state topics delivered in an accessible audio format.

## Custom education and engagement programs

Sustained engagement requires delivering education over time, across channels, and in formats clinicians actively use.

<b>PeerCast</b>	A peer-led, multi-wave engagement series designed around how NPs and PAs learn and make decisions. PeerCast builds trust and drives engagement by delivering clinically relevant content in a structured, easy-to-follow format.
<b>PeerCastPLUS</b>	A peer-led series that brings all content into one centralized hub, PeerCastPLUS supports deeper engagement by making it easy to revisit content and access resources over time.
<b>PeerCastALERT</b>	A streamlined, multi-channel program that delivers brand messaging directly to NPs and PAs, PeerCastALERT provides fast visibility and accelerates awareness by directing audiences to brand content.
<b>PeerCastPULSE</b>	An extension of PeerCast that increases campaign frequency to maintain visibility, PeerCastPULSE reinforces messaging through higher cadence engagement.
<b>PeerCastBRIEF</b>	A simple, email-based program delivered through a trusted NP and PA channel, PeerCastBRIEF offers a quick, efficient way to reinforce messaging or maintain awareness.
<b>pocnRX</b>	Enable NP- and PA-driven access conversations with tools that support patient affordability at the point of care, helping reduce cost-related prescription abandonment and reinforce treatment initiation and follow-through.
<b>pocnGO</b>	Interactive, challenge-based experience that engages NPs and PAs with clinical content, reinforcing key messages and improving retention through active participation and peer-informed learning in a dynamic, engaging format.

## Reasons brands partner with IQVIA Digital



## Strengthen NP and PA clinical decision-making

Peer-informed insight and education that support confident, real-world clinical decisions.

Powered by POCN, a trusted NP and PA community.

### 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](http://www.iqviadigital.com).



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