

NP and PA Strategic Solutions

Embed advanced practice provider intelligence into brand strategy

The role of Nurse Practitioners (NPs) and Physician Associates (PAs) in clinical decision-making has fundamentally reshaped the healthcare landscape, yet most brand strategies still fail to fully identify and understand their true impact on prescribing and engage accordingly.

IQVIA Digital's NP and PA Strategic Solutions combine proprietary data, verified NP and PA behavioral insights, and trusted peer education to help brands better connect

with and engage this critical audience. Our expertise is grounded in a decade-long relationship with the NP and PA community along with a deep understanding of brand objectives and lifecycle needs.

NPs and PAs by the numbers

40%

Approximately 4 in 10 prescribing professionals are now NPs and PAs.

800K+

Verified NPs and PAs in U.S. claims data.

916M+

Annual prescriptions written by NPs and PAs.

Insight-driven solutions to inform NP and PA strategy

Drive more relevant and informative NP and PA engagement across the brand lifecycle with strategies grounded in real-world clinician behavior, trusted peer relationships, and insights aligned with brand objectives.

Market research

Tailored research that uncovers NP and PA behaviors, clinical needs, and the clinician's true role within a therapeutic area.

Advisory boards

Collect and interpret direct feedback from APPs on brand messaging, strategy, and educational approach.

Advisory sessions

Ongoing strategic partnerships with NPs and PAs to develop and validate strategy and messaging over time.

Effective strategy starts with understanding how clinicians make decisions

We help healthcare organizations and their partners navigate market complexity and translate NP and PA insight into informed strategies that align with both clinician decision making and stakeholder objectives.



Access insights informed by longstanding and extensive relationships with Advanced Practice Providers (APPs).



Understand how clinical role, workflow, and mindset influence prescribing and referral decisions.

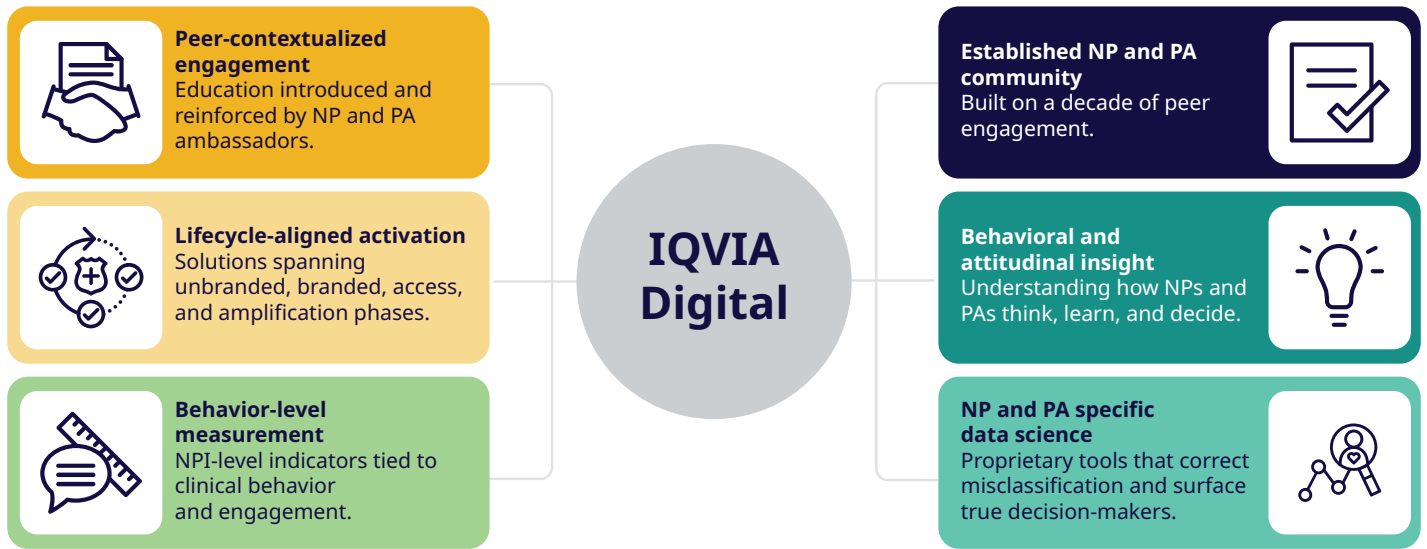


Identify key educational needs and practice challenges that shape NP and PA treatment approaches.



Learn which messages resonate, what barriers exist, and how NP and PA behavior shifts over time.

Reasons brands partner with IQVIA Digital



Unlock growth by prioritizing NPs and PAs

Better understand this high growth — but often overlooked — clinician segment shaping treatment decisions. Powered by POCN, the leading APP community for education and engagement, we help reveal how these clinicians think, decide, and act.

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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