

# HCP Digital Behavioral Insights

Discover Unbiased, Real-Time Insights into What Healthcare Providers Truly Care About with Audience Identity Manager® (AIM XR) Technology

Leading healthcare brands rely on behavioral insights as a foundation for effective HCP engagement. To truly stand out, brand marketers need AIM XR, which brings daily, real-time intelligence that works in concert with their strategy for faster, smarter, and more impactful campaigns.

- » Get daily, real-time insights into what 1.5 million HCPs are researching across 6,000 trusted medical websites.
- » Integrate seamlessly with your existing marketing and CRM systems for smarter, more targeted campaigns.
- » Quickly turn insights into action and reach HCPs with relevant messaging when it matters most.



Provides daily deterministic insights on over 1.5M HCPs across the industry's largest ecosystem of medical websites, powered by patented AIM XR technology



Understand HCP informational needs and preferences at the deepest level possible so your brand delivers personalized experiences



Fuels every step of intelligent HCP engagement — across planning; activation and engagement both in-person and digital; and measurement and optimization

## Achieve unprecedented performance

### Case study results

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

#### Pharma Brand

**29 nBRx contributes 2M in incremental revenue** with AIM XR Triggered email + programmatic banners

HCPs exposed to AIM XR program **wrote 70% more prescriptions**

**3 Brands saw Positive ROI** across therapeutic areas, product lifecycles and investments levels

#### Med Tech

**Every sales rep surveyed—100%—said they want to keep investing in AIM XR alerts**

#### Media Agency

**42% increased CTR** on AIM XR generated audience

#### Publisher

**1475 CME registrants** after AIM XR Triggered email

#### Provider

**1200+ net new patient referrals**

**400+ net new surgical case referrals**

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



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