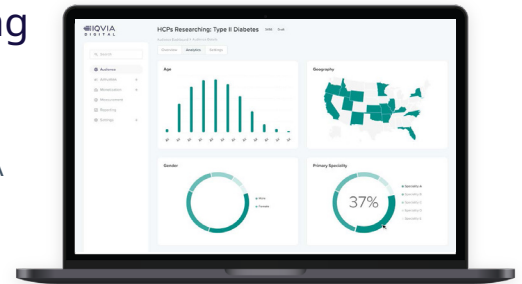


Media Operating System (OS)

The intelligence platform for healthcare marketing

Media OS is the engine powering healthcare's most impactful marketing. Designed for life sciences, it enables brands and agencies to plan, activate, optimize, and measure campaigns with greater precision. Powered by IQVIA Digital's industry-leading data, Media OS turns complex information into actionable insights — driving smarter decisions, deeper engagement, and better patient outcomes.



Plan

- Use IQVIA Digital's proprietary, real-world healthcare data and exclusive digital identity assets to build highly precise, privacy-optimized HCP and DTC audience segments
- Integrate AIM XR behavioral insights to find HCPs actively researching brand names or conditions before they appear in claims data
- Identify the media mix that best reaches your target audience and pinpoint where they're most likely to engage



Activate

- Launch media campaigns with unparalleled HCP reach, powered by precise mapping and cross-channel NPI-level frequency capping
- Create personalized, sequential cross-channel messaging with our streamlined, ready-to-launch solution — using HCP behavior and engagement metrics or seamlessly integrating your first-party data
- Strategically route media buying through the most capable DSP, SSP, or direct connections to maximize scale, performance, and efficiency
- Access exclusive endemic inventory, including electronic newsletters, electronic health records, banner, and more



Measure

- Evaluate campaign performance and optimization opportunities with daily performance dashboard updates
- Access gross, audience quality and, impact metrics to understand the composition and behavior of HCPs reached through activated media
- Utilize granular data cuts that mirror optimization levers available within for audiences and activation within platform



Optimize

- Maximize engagement by optimizing reach across endemic, programmatic, social, and email channels, with in-flight performance adjustments to deliver higher-quality outcomes
- Drive measurable prescription lift by using real-world data, predictive analytics, and campaign performance to inform in-flight adjustments

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.iqvialdigital.com.