



IQVIA Digital HCP Measurement

Measure continuous performance across every marketing channel to inform investment decisions, optimization, and future planning

As an essential part of a customer's marketing strategy, IQVIA Digital Measurement helps life sciences marketers and their partners connect media exposure to real-world business impact. Our HCP measurement solutions provide clear optics into audience quality, media impact, and outcomes — including conversions such as prescriptions (Rx) and diagnoses (Dx) — for a clear, actionable view of campaign effectiveness.

Why healthcare provider (HCP) measurement matters

Despite significant HCP promotion, organizations still often rely on activity-based metrics that do not determine whether prescribing behavior has changed.

IQVIA Digital HCP Measurement helps organizations answer critical business questions, including:



Are we reaching the right HCPs?



Is promotion driving prescribing behavior change, i.e., lift volume, market share shift, etc.?



Which channels, tactics, audiences, and partners are contributing most to performance?



How can we optimize future media budgets with confidence?



Designed for key stakeholders

Brand teams: Understand promotional impact, quantify incremental Rx performance, and support ROI and investment decisions.



Agency teams: Optimize targeting, channels, and tactics; compare media performance consistently; and inform planning and budget allocation.

Media and activation partners: Validate audience quality, demonstrate promotional effectiveness, and strengthen accountability and partnership value.

IQVIA Digital Measurement capabilities

By grounding HCP media measurement in robust health data and statistically rigorous methodologies, advertisers can make informed decisions to optimize campaign performance.

 HCP Campaign Measurement	 Cross Channel Measurement
 DTC Campaign Measurement	 DSP and Publisher Measurement
 Audience Quality	 Halo Analysis
 Impact Analysis	 Flexible Measurement Delivery Services
 Custom Analytics	 Linear TV Measurement
 Attribution Modeling	 + More

Our commitment to customers and their partners

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|  Validation that promotional efforts reached intended healthcare professionals |  Flexible reporting and delivery options |
|  Defensible, statistically rigorous results |  Insights into audience, channel, and tactic performance |
|  Measurement of incremental prescribing impact |  Actionable recommendations that support optimization and future planning |

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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