INFOGRAPHIC

Build, activate, and measure HCP Audience segments using over 1,200 attributes

IQVIA Digital's healthcare professional (HCP) audience solutions are powered by an industry-leading, digitally focused data foundation.

Tap into more than 1,200 attributes across 9 million HCPs

Customers and their agency partners can access a vast assortment of HCP attributes—unmatched in its depth, breadth, and accuracy—to specify personalized and meaningful segments for omnichannel activation. Some of these attributes in our HCP Audience solutions include:

Clinical

160 **attributes** about clinical diagnosing pre-scribing, and procedures behavior

58 **attributes** about HCP's aggregated patient composition

126 **attributes** about recommending over-the counter brands

Influencer

74 **attributes** about HCP's digital influence

63 **attributes** about HCP status as a scientific influencer

Behavioral

25 **attributes** about reading and researching behavior including **6 or 12 month**s look backs and segmentation by disease categories

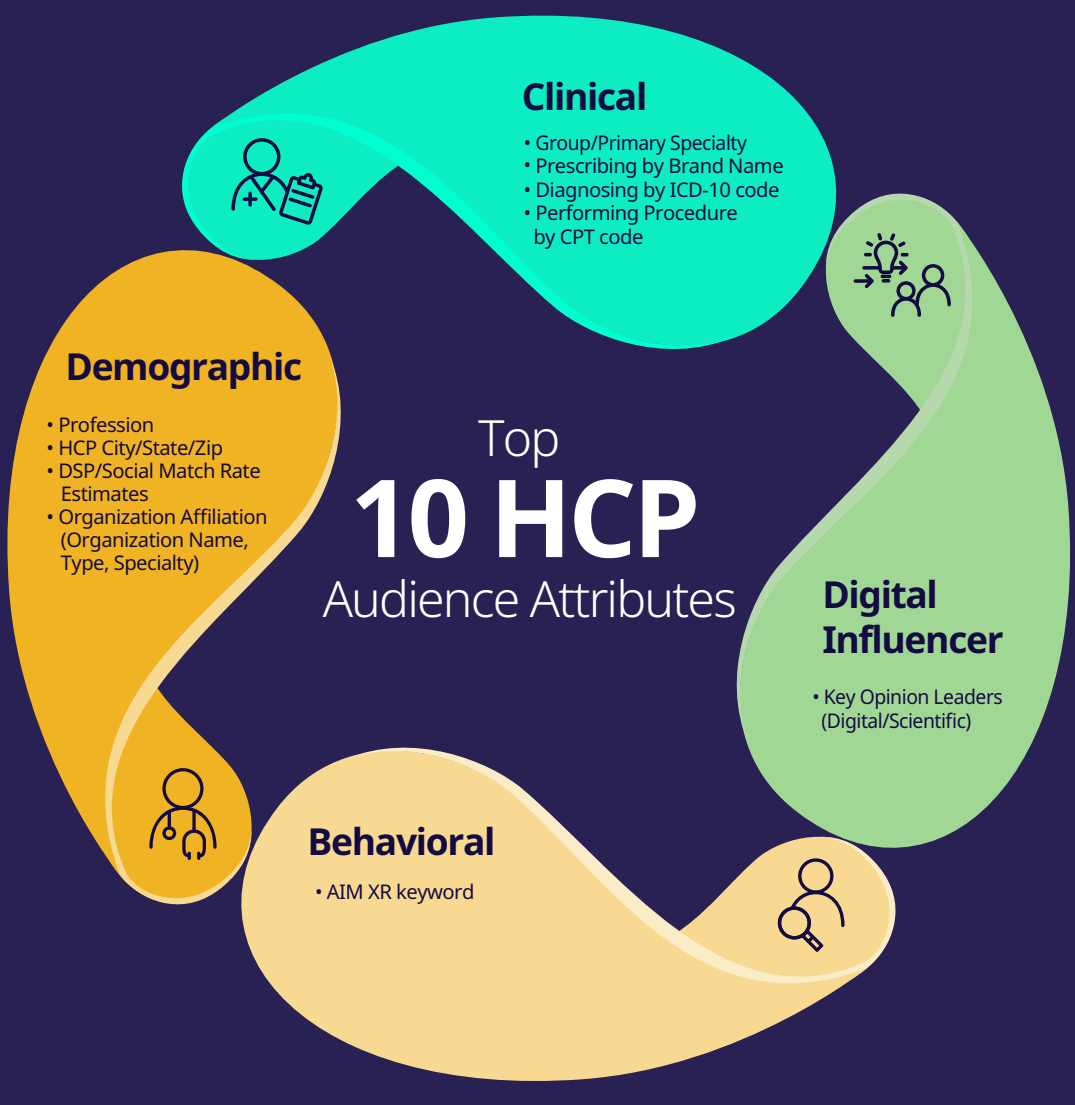
Demographic

29 **attributes** about HCPs' professional practices

83 **attributes** about HCP's organization details

79 **attributes** about HCPs' inpatient and outpatient charges

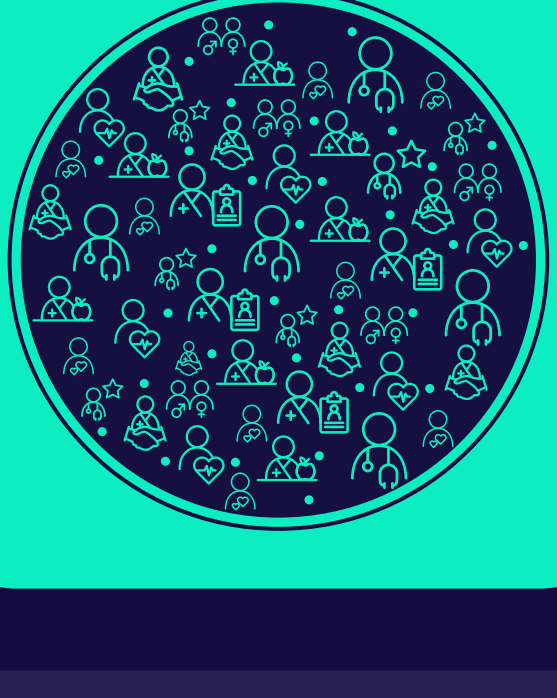
Pharmaceutical brands, advertising agencies, activation and media partners, and publishers consistently request these attributes when building HCP Audiences with IQVIA Digital. These essential fields span from medical specialty and clinical activity to research behavior and peer influence.



Flex to meet brand objectives

IQVIA Digital can expand or narrow HCP Audience segments through filtering, layering, deciling, or grading.

Achieve broad scale to maximize HCP reach for brand launches or awareness campaigns.



Right size your search to a specific set of HCPs for a smaller or more refined campaign.



Identify and activate these unique HCP audiences

Expand reach

NPs and PAs

Advanced practice providers who diagnose, treat, and prescribe.

Reading and Researching

Reach HCPs who are exploring content relevant to their patient population

Referrers

HCPs referring patients to specialists.

Refine and personalize search

Digital influencers

Actively shape conversations across social and professional platforms.

Restricted access

Find HCPs who work where pharma rep access is limited.

Launch adoption

HCPs most likely to adopt new therapies early.

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.

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