

EHR: Reaching Providers in Their Daily Practice

Access Veradigm's Digital Health Media with IQVIA's Endemic Marketplace

Electronic health records (EHRs) are a daily reality for today's healthcare providers (HCPs). Engaging HCPs in this channel, in their moments of need for medical information with relevant messages can help brands deliver a more personalized and impactful experience. IQVIA's Endemic Marketplace provides an end- to-end connection between healthcare marketers and leading endemic inventory — now including Veradigm Digital Health Media, a point-of-care communication channel that HCPs use every day.



The power of Veradigm Digital Health Media



MESSAGING:

Brand awareness messaging to Veradigm Network's ambulatory healthcare base — the largest single ambulatory EHR user base in the U.S.



VIEWABILITY TIME:

Powerful point-of-care exposure time with an average of 30 seconds per impression for your brand's approved messaging.



FREQUENCY:

Appropriate and curated frequency caps to avoid message fatigue and banner "burn-out".



TARGETING:

Leverage unique real-world data insights to deliver approved messaging to the right provider at the right time within their EHR*.



COMMUNICATION:

Completes your media mix with awareness messaging targeted on de-identified real-time data specific to the office visit.



EXPERTISE:

Leading EHR media with >16B impressions delivered, 200+ partnerships with healthcare brands, and true programmatic optionality.

* The Practice Fusion EHR displays advertisements in an iframe window adjacent to the EHR workflow that is separate and distinguishable from the clinical and practice management workflow within the EHR. No biopharma or device advertisements appear during the prescribing workflow consistent with applicable law.

Supercharge your campaigns

Programmatic endemic tactics are an essential and crucial part of any media plan and brand strategy, proven to increase ROI by unlocking incremental reach, engagement, and prescription lift.

2.45%

Average incremental HCPs reached through endemic tactics beyond the open internet

10+%

Increase in net new prescriptions from adding endemic media to standard non-endemic campaigns

27.8%

Increase in new conversions attributed to endemic media exposure

The IQVIA Difference

IQVIA's Media Operating System seamlessly powers integrated endemic and non-endemic HCP campaigns in one place, maximizing workflow efficiency and the value of your brand's marketing investment.



All-in-one platform capabilities allow for self-service and complete control.



Best-in-class HCP identity resolution powered by IQVIA's high quality healthcare provider data.



Full pricing and reporting transparency, including gross Rx metrics and physician level data at no additional cost.



Publisher inclusion and exclusion with exclusive and priority access to premium healthcare inventory.



Ability to leverage the same audiences and assets across endemic and standard programmatic campaigns.



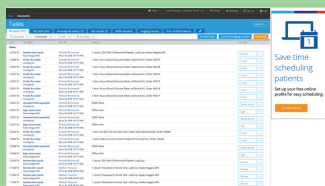
Seamless integration with IQVIA optimization capabilities: Triggers, Levers, and Unique Reach Optimization.

Message during the provider workflow and the patient visit

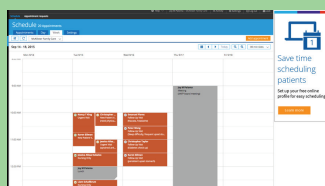
LOGIN DASHBOARD



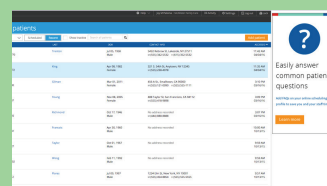
PROVIDER TASK LIST



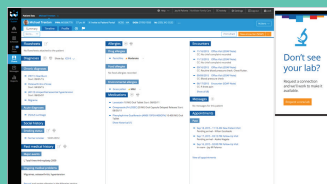
SCHEDULING



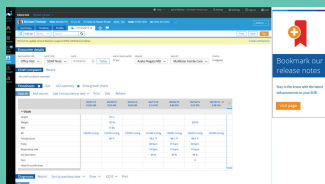
PATIENT LIST



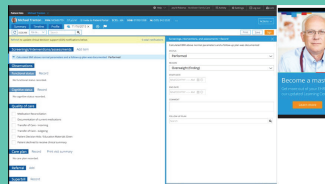
PATIENT SUMMARY



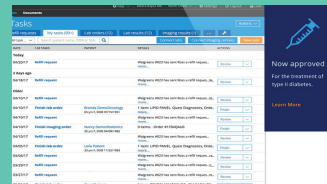
SOAP NOTES



SCREENERS



POST RX



CONTACT US
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