IQVIA

Digital Media Solutions: Advanced Audiences

Reach highly specialized HCP audiences through social, programmatic, and email with IQVIA's advanced datasets.

Specialized Datasets for Advanced Audiences

IQVIA's specialized datasets help you engage your healthcare professional (HCP) audiences with pinpoint accuracy – and with consent. Whether you need to reach a full care team supporting the treatment of oncology patients, or want to expand your reach and increase coverage for your messages with an existing HCP audience, our advanced audience are purpose-built your strategic audience identification and scaling needs.

AVAILABLE AUDIENCE	AUDIENCE DESCRIPTION	ADVANTAGE
DIGITAL BEHAVIORAL INSIGHTS	This audience is identified using Audience Identity Manager® (AIM) XR, a proprietary technology that observes and contextualizes digital content consumption behaviors of HCPs. Currently, more than 20 segments have been syndicated to datastores with more to follow.	• Identify HCPs reading and researching brand-relevant content • Identify whitespace and audience extension opportunities • Enable personalized, omnichannel HCP engagement
FULL CARE TEAM	Based on the largest, most accurate database of medical claims data, the Full Care Team audience features HCPs associated with the diagnosis, treatment, prescribing, and ongoing care of patients with specific conditions.	Reach the full care team supporting patients in your target therapeutic conditions. Examples include: • Breast Cancer • Chronic Obstructive Pulmonary Disease • Heart Disease
PROVOICE OVER-THE-COUNTER (OTC) INSIGHTS	Identified through survey data and IQVIA projections, this audience is an expanded group of HCPs who recommend OTC brands within more than 100 different condition categories.	Reach HCPs when you need to implement: • OTC campaigns • Branded campaigns, where OTC treatments may be recommended prior to prescription products ProVoice is best-in-class data with widespread use; most "9 out of 10 doctors recommend" advertisements are founded on ProVoice data.

AVAILABLE AUDIENCE	DATASET	ADVANTAGE
RESTRICTED ACCESS PHYSICIANS	This audience includes any physicians at an organization where pharmaceutical rep access is limited or restricted (e.g., "low see" and "no see")	Gain broader reach and coverage, ensuring your key messages have the highest visibility possible among all relevant HCP audiences.
TELEHEALTH	All HCPs performing telehealth and remote procedural codes, or who work at an organization with the same codes.	Gain additional reach among HCP audiences who are leveraging telehealth to bring accessible care to patients.
REFERRERS	HCPs referring patients to specialists for additional diagnostics or more specialized treatment.	Use this offering when you need to engage HCPs who are treating patients earlier in their care journey, based on the HCPs' clinical behavior
FORMULARY COMMITTEE	Based on job titles, this audience consists of hospital professionals who are members of the Formulary Committee or Pharmacy & Therapeutics Committee, or who are responsible for managing a hospital's formulary system.	Engage formulary and drug decision makers at the hospital level, whether for new drugs, changes in formulary status, changes in indication, etc.
PAYER INFLUENCERS	Hospital professionals working directly with insurance providers around billing and insurance coverage.	Engage the decision makers and influencers associated with medical insurance coverage determinations.
MEDICAL EXECUTIVE COMMITTEE	Hospital professionals typically on medical executive committees, and determined through job level, function, and job title.	Reach hospital decision makers with timely and critical brand, disease, and other healthcare communications.

The above list of audiences represent a selection of what is available. Contact us today to obtain current audience sizes, learn about other audiences, or to discover how IQVIA can help tailor an audience to your needs.

THE IQVIA ADVANTAGE FOR DIGITAL MARKETERS

By connecting unparalleled data with fit-for-purpose technology and analytics, IQVIA delivers a holistic digital marketing solution to enable confident, effective engagement with the right audience with the right message at the right time.

Our solutions are founded on:

- **HCP Consent at Scale:** a permission-based strategic framework for an evolving regulatory landscape
- **The ultimate universal ID:** consent-based email that is first-party and opted-in—and ready for a cookie-less world
- **Data consistency:** HCP identity stays the same across omnichannel, from NPI match and activation, to engagement and measurement

IQVIA's connected marketing solutions are a catalyst for customers who strive to build a more efficient and effective healthcare system, now and in the future.

To learn more about Advanced Audiences, contact your IQVIA Digital Media Solutions representative or Clare O'Brien at clare.obrien@iqvia.com or 919-699-2062.

≡IQVIA