

Best-in-Class Digital Marketing Capabilities and Superior Data for Health System Growth

IQVIA Health Systems Solutions equips hospital and health system marketing teams with targeted digital capabilities to engage niche physician and consumer audiences. Our integrated digital solutions drive awareness, patient acquisition and preference, stronger physician relationships and measurable marketing performance.

Integrated solutions span email, Search Engine Optimization (SEO), paid search, paid social and programmatic advertising — all powered by IQVIA’s superior data and analytics. Our deep healthcare marketing expertise, combined with our robust data solutions enables us to deliver unparalleled results for 16 of the top 20 health systems in the U.S.

Targeted digital solutions for healthcare marketers

Plan, engage, and optimize physician and patient audiences



- Identify** physicians researching patient treatment options
- Engage** physicians and consumers with precision
- Improve** organic visibility and traffic
- Target** healthcare providers and consumers across channels
- Reach** providers on professional platforms
- Enhance** awareness and acquisition
- Boost** reputation and referrals



- AIM XR Referral Generation Program Physician**
- Email Engagement**
- Healthcare SEO Services**
- Healthcare SEM Services**
- Targeted Social and Programmatic Advertising**
- Strategic Digital Media Planning and Activation**
- Healthcare Marketing Automation**

Excellence driven by unparalleled healthcare data

IQVIA Health System Solutions delivers best-in-class data and digital marketing capabilities to health systems in the United States

<p>More than 1.4 million individual healthcare providers opted in</p>	<p>11.1 million healthcare professionals</p>	<p>751,000 healthcare organizations</p>
<p>5.9 million physician affiliations</p>	<p>1.6 billion medical claims</p>	<p>More than 5,000 websites with research data</p>

Digital marketing solutions for health systems



AIM XR — Referral Generation Triggered Email Program: Generate new referral relationships by identifying physicians researching patient treatment options. Capture research intent and trigger timely, relevant emails to foster personalized engagements — powered by IQVIA's unparalleled healthcare data ecosystem.



Physician Email Engagement: Leverage healthcare's gold standard in physician email with unmatched data quality and deployment capabilities. Reach more than 1.4 million opted-in healthcare providers with personalized messaging that achieves superior engagement rates — a key reason why more top health systems trust IQVIA.



Strategic Digital Media Activation: Improve awareness and acquisition through expertly planned, executed and optimized campaigns across paid search, programmatic display and paid social channels. Our specialists manage more than \$25 million in digital media spend annually across 400-plus campaigns for leading health systems nationwide.



Healthcare SEO Services: Drive organic visibility, traffic, and conversions through optimized technical architecture, local search results and strategic content. Our healthcare digital specialists leverage decades of expertise in healthcare and digital marketing to deliver superior results.



Healthcare SEM Services: Maximize paid search performance and conversions through targeted campaigns, keyword optimization and data-driven strategies. Our healthcare digital specialists ensure impactful results by combining industry expertise with advanced SEM techniques.



Targeted Social and Programmatic Advertising: Reach and engage your target audiences through highly targeted social media campaigns and programmatic advertising strategies. Our approach leverages curated consumer segments and 100% first-party sourced physician data to ensure precision and relevance.



Healthcare Marketing Automation: Boost reputation, referrals and preference with patients and physicians through advanced email strategy and execution, streamlined marketing operations, and comprehensive platform audits and implementation. Our seven-year average client tenure is twice the industry average, demonstrating our ability to deliver consistent results.

Elevate your digital marketing strategy with healthcare's most robust data and specialized expertise. Connect with an IQVIA team member today to discover how our digital solutions can drive physician engagement and patient acquisition for your health system.

