

Strengthen Healthcare Provider Relationships and Maximize Referrals with IQVIA's PRM

IQVIA's Physician Relationship Manager (PRM) equips hospital and health system marketing teams with data-backed insights to create effective outreach strategies that strengthen provider relationships and maximize patient referrals to your facilities.



IQVIA's PRM identifies high-value providers based on specialty service line and research behavior, analyzes activity across digital and nondigital touchpoints, and delivers timely alerts about provider interests.

Reliable and timely insights into healthcare provider behavior are supported by IQVIA's Audience Identity Manager (AIM XR), a digital engagement solution that identifies when and what Healthcare Professionals (HCPs) are researching online.

With IQVIA's PRM, physician liaisons can understand what topics providers are actively researching, prioritize outreach to at-risk network providers, and deliver personalized communications that resonate with providers' current needs —all within a single, comprehensive platform.

Comprehensive solutions for physician liaison success

OBJECTIVE	SOLUTION
Enable accurate physician activity tracking	Core PRM
Analyze physician digital activity	AIM XR
Define comprehensive physician lists	OneKey
Measure referral patterns and opportunities	Provider Strategy Analytic Suite (PSAS)
Broadcast physician email	Broadcast email

Unparalleled data

IQVIA's PRM delivers comprehensive healthcare provider intelligence powered by the industry's largest healthcare data ecosystem



Daily updates on HCP research behavior captured in user-friendly executive dashboards.



180-day lookback on HCP research and digital activities.



11.1M+ healthcare professionals in comprehensive provider profiles.



749k+ healthcare organizations covered in extensive organization data.



5.9 million hospital affiliations, 2.5 million HCPs.



100% seamless integration with existing platforms.

Comprehensive provider insights to inform outreach strategies

Core PRM platform: Empowers liaisons to efficiently manage provider relationships, track digital and nondigital activities, and access daily updated records. The intuitive dashboard highlights recent provider interactions and recommends next steps. With integrated AIM XR, the platform offers insights into provider research behavior and supports personalized communications. Custom business rules notify liaisons when providers show interest in specific topics, enabling timely, informed decisions and more effective engagement.

Audience builder: Enables liaisons to build initiatives related to service line, specialty or keyword. Creates a more relevant and actionable audience with automated lists based on service lines that can be adjusted by priority. Liaisons can access a detailed view of HCPs for potential referrals and enhance provider profiles by adding key opinion leader designations and other fields.

Broadcast physician email: Links providers to campaigns or tasks based on research behavior. Messaging can be customized based on provider research behavior, with emails that are sent automatically. Liaisons can develop campaigns around one or more providers and send communications leveraging IQVIA's email marketing capabilities.

Provider intelligence dashboards: Offers comprehensive reporting including provider research behavior by month, provider research by service line, activity by category, total activity by specialty, and more. The liaison manager dashboard enables supervisors to monitor team performance metrics, track provider engagement statistics, and manage campaign effectiveness across all liaison activities.

Mobile capabilities: Maximizes provider engagement by leveraging comprehensive provider profile data in the field via the Salesforce mobile app, compatible with both Android and Apple devices.

Provider Strategy Analytic Suite (PSAS): Delivers the most complete visibility into providers in a segment, built on one of the largest actively curated claims data assets in the industry. Provides deep insight to provider supply and care delivered with longitudinal-precision referral intelligence that supports healthcare liaisons in driving patient retention and growth strategies.

Transform your liaison program with provider intelligence that delivers measurable referral growth. Speak with an IQVIA specialist today to access the same powerful relationship management capabilities that leading health systems rely on for success.



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