

IQVIA Medical Information Services

Customer-centric, cost-effective, quality-focused solutions

Medical Information (MI) challenges and opportunities

Pharmaceutical companies encounter numerous challenges when delivering MI to healthcare providers (HCPs), patients, and consumers. These challenges stem from growing demands due to globalization, rising inquiry volumes, and limitations in costs and resources. Despite these difficulties, they strive to maintain both customer-centricity and regulatory compliance.



IQVIA's world-leading MI solutions

Whether you are a larger multi-national enterprise or a smaller company, IQVIA's integrated, intelligent end-to-end suite of human and AI-enabled MI services provides a solution that best fits your local and global requirements — ranging from supporting a small number of products in one or several markets to providing global coverage for a diverse product portfolio.

Faster response times	Rapid scalability	Omnichannel support
Heightened accuracy	Demand flexibility	Augmented human/AI solutions

Contact centers — a global footprint with local capabilities

A proven global network across five regional hubs with highly skilled agents accurately fulfill inquiries in 50+ direct languages in over 180 countries, with additional languages handled via translation. Complex requests are escalated to IQVIA's subject matter experts or your own medical communications resources. IQVIA MI easily identifies and triages AEs/PQCs for intake and seamless onward routing to Safety and Quality.

Highly skilled agents accurately fulfill inquiries in 50+ direct languages in over 180 countries.



Applying technology to future-proof your MI needs

Combining IQVIA's deep scientific and operational expertise with AI technology and analytics, IQVIA's MI services help boost accuracy and efficiency — compliantly — across the entire product lifecycle and around the world, 24/7.

Incorporating digital technology, our model is highly flexible and easily scalable. The result: a heightened customer experience and increased HCP, patient and consumer loyalty.

Applying Technological Advances to MI

Social media “buzz”

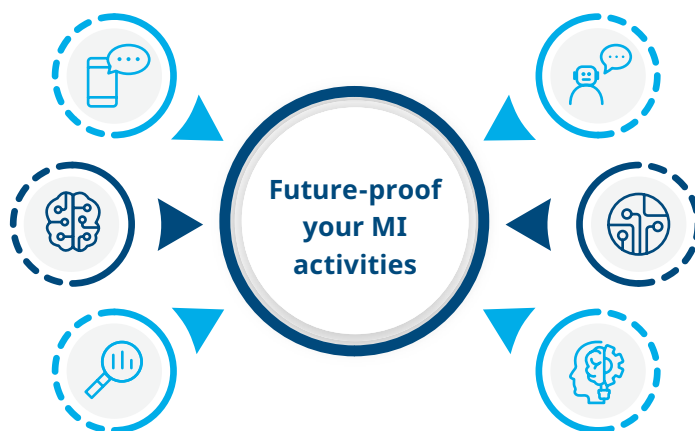
about AI/ChatGPT/GenAI has led to a lot of concern and uncertainty

Digital shift

transforming how we consider MI services and customer engagement

Remain focused

on the importance of continued customer engagement and quality delivery



Think beyond

traditional “chatbots” to keep pace with ever-changing AI capabilities

Consider technology

carefully when applying to MI

Harness AI

to engage your customers and support their growing requirements

Leverage data analytics and AI capabilities

Real-time dashboards can be utilized to observe inquiry trends by therapeutic area or local market. Data analytics ensure that suitable, approved content is available to support inquiry fulfilment, while identifying areas for process optimization to guarantee excellent customer engagements. Furthermore, the customer experience can be enhanced by persona-based conversational AI agents.

During product launches, human-only models can be augmented with AI support, to provide a truly flexible and scalable solution for your MI needs in real time.

The customer experience can be enhanced by persona-based conversational AI agents.



Real-time dashboards

- Observe emerging inquiry trends by therapeutic area or local market



Data analytics activities

- Help ensure suitable content is available for inquiry fulfilment
- Identify areas of process requiring optimization



Further analytics capabilities

- Identify areas for optimization of customer educational materials



AI augmentation

- Automated call transcriptions to text in local language/English
- Real-time sentiment analysis
- Live Agent assist with approved content
- Evolve your customer engagement model to follow AI developments

MI content creation and maintenance

More complex, multi-sourced global data and increasingly stringent global regulatory requirements demand a shift in how we identify and compile information to be ready to respond to MI inquiries.

Benefit from IQVIA's global team of medical communication experts to generate high-quality content, applying health literacy and data visualization techniques to clearly and accurately convey information for faster, more accurate responses.

IQVIA integrated MI/PV services

Whether you are outsourcing to access capabilities not currently available in-house or to enhance existing capabilities and create greater efficiencies, our combination of MI and safety/PV professionals can provide MI services along with full adverse event and product complaint handling to support all customer requirements.

Get ahead with critical stakeholder MI

IQVIA MI services and AI/technology integration could be the key to moving your MI programs forward into the future. Provide a superior experience for your customers to foster a stronger relationship with your company products and brands.

IQVIA MI, your trusted partner employing global, state-of-the-art capabilities for over 20 years.

Benefit from IQVIA's global team of medical communication experts to generate high-quality content.



IQVIA Healthcare-grade AI™

enhanced capabilities to support your MI needs



180+

countries supported for local customer inquiries



1.7M+

customer interactions per year for pharmaceutical and consumer health products and brands



99%+

onward transfer of adverse events and product complaints within one business day



International award

for Health & MI AI Solution