

# Accelerate Commercial Content Creation, Review & Distribution

***IQVIA Orchestrated Customer Engagement (OCE) Content enables a smarter way to work; real-time content collaboration, review and approval at scale***

## Bring compliant commercial content to market faster

To keep pace with the changing needs of HCPs and consumers alike, life science companies are continuously producing new content, refreshing old and distributing across many different channels, brands and geographies. This content volume and the difficulty in searching for content to use that has been approved, pushes up costs, increases compliance risk, and puts further strain on resources.

IQVIA's newest customer engagement solution, OCE Content, is focused on empowering life science companies to bring content to market faster; from creation, review and approval through to distribution, content analysis and re-use. With a content governance solution, commercial teams can decrease costs and reduce compliance risks all while optimizing resources.

The first addition to our OCE Content is Review and Approval. Review and Approval streamlines the way you route, review, and approve promotional content, allowing you to adapt quickly and get critical content to market faster.

### **IQVIA HAS PARTNERED WITH VODORI TO BRING YOU THE FIRST ADDITION TO OUR OCE CONTENT MODULE:**



#### **Review & Approval**

**Pepper Flow**

Next Generation Promotional Review Software

**“Rapidly created personalized content tailored to each HCPs interest is a key pharma imperative for the new normal.”**

**- McKinsey & Company<sup>1</sup>**

#### **Get approvals in days, not weeks**

Accelerate the throughput of new compliant content by making collaboration easy. OCE Content streamlines how marketing, medical, legal, and regulatory professionals work together, allowing teams to collaborate and review content in real time, reducing the number of review cycles.

#### **Reduce compliance risk**

Achieve confidence in your compliance with a single source of truth. Reduce human error with an audit trail that details every action, and version control that contains the history of annotations, responses and more for each review cycle.

#### **Create content faster**

Save time and money on future re-work or new content development by gaining greater oversight of approved content from creation to distribution.

# Delivering intelligent connections across the commercial ecosystem with IQVIA Orchestrated Customer Engagement (OCE)

By going beyond traditional CRM systems and embedding real-time intelligence into user workflows, our full OCE product suite enables commercial teams to make smarter decisions and turn HCP interactions into valuable partnerships.

## BENEFITS OF IQVIA'S OCE PRODUCT SUITE



### Behavior changing capabilities

User-specific smart workflows include triggers and visual prompts to improve decision-making when it matters most.



### Personalization at scale

Customer centric omnichannel journeys personalized based on continuously updated HCP preferences and behaviors deliver the right content across the right channel, time and place.



### Disruption-free intelligence

Improve productivity and increase adaption of insights with intelligence seamlessly embedded within workflows.



### Self-optimizing

Always smarter and always learning through a continuous feedback loop of performance data and interaction history for real-time and optimized engagements.



### Fast, efficient decision making

Transform decision making with AI driven recommendations surfaced when and where they're most likely to be acted on.



### Compliant

Embedded compliance in workflows mitigate risk at the point of interaction for a more seamless experience.

IQVIA's OCE product suite along with OCE Content enables intelligence-driven recommendations for your field teams for more personalized HCP engagements. Contact us today to learn more.

1 article (2020) Ready for launch: Reshaping pharma's strategy in the next normal.