

Know who's writing scripts—and every touchpoint to get there

Deliver smarter, faster, and more effective customer experiences, without overwhelming internal teams. Our real-time engagement platform deploys every dollar precisely where it will yield the highest ROI across field, digital, and P2P channels. Fast adoption, tangible ROI, cross-functional wins, and deep partnerships have earned us nearly 100% client renewals.

40%

Average growth
in incremental
revenue

30M+

Annual HCP
touchpoints

7M+

HCPs in our
proprietary
affinity dataset

PharmaForceIQ is a holistic solution designed for turnkey integration into your internal ecosystems. 200M+ data points help us predict, orchestrate, and measure the most effective, real-time, and personalized journey for every customer. When combined with predictive insights on who reps should see, when to go, and what to say, this means you'll never miss a moment that matters.

We target dynamically and deploy across 75,000+ sites, 75+ endemic and third-party sites, numerous CRMs, and other channels—based on each HCP's behavior and preferences. Then we map results from exposure to outcome. Live NPI-level dashboards show where spend is working and where to pivot. You'll get visibility across marketing and sales touchpoints now, not next quarter or post-campaign.



What PharmaForceIQ is building with their next best action platform is focused on actionable insights, rather than just a beehive data lake, simplifying decision-making and keeping marketers focused on the end customer.

Summit V. Former Omnichannel Marketing Strategy Lead at Amgen, now VP of Marketing at Argonaut

Smart targeting drives scripts and grows HCP engagement rate 3.75x in niche launch therapy

Marketers launching a new 2L therapy in a mutation-driven indication needed to establish share-of-voice and market share quickly in a crowded market.

The core campaign objectives were to:

- Personalize content to break through the noise
- Build awareness of mutation and increase testing rates
- Engage the right HCPs at the right time when they have newly diagnosed or progressed patients

We crafted a triggered media model using lab, claims, predictive, and EHR data, then automated content deployment via the optimal channels (sales, EHR, endemic social, and email) in personalized journeys.

HCP engagement **grew from 14% in a pre-launch disease awareness campaign to 52%** in our targeted post-launch campaign. **Triggers helped save 38% vs traditional media, and 70% of year one scripts tracked back to the campaign.**



Affinity:
Real-time, holistic HCP intelligence



Automation:
Signal to deployment in under a day



ROI:
Instant Rx-level insights, with ongoing optimization



Turnkey:
Fast, low-lift, and privacy-safe access



Think of us as part of your team

No overpromising, no frustrating implementation, no endless analysis. Whether your stakeholders are approaching launch, pursuing growth, or navigating maturity, we deliver real-time optichannel execution, cross-functional collaboration, transparent outcomes, and hands-on strategic partnership at every step.

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