

Engage the right HCPs on the right channels with intent, not guesswork

PharmaForceIQ empowers teams with a flexible, real-time, and easy-to-adopt platform that drives fast, compliant, and effective engagement across field and digital channels. We predict, deliver, map, and measure HCP experiences that are unbranded, credible, and relevant.

80%

Increased HCP engagement rates

Enhance disease state and scientific education from pre-launch planning through brand growth. We start from 360-degree profiles for 7M+ HCPs. With live content, channel, format, and platform preferences, we then deliver personalized content on the channels where each HCP already goes to help achieve your goals.

7M+

HCP behavior and preference profiles

Real-time measurement dashboards reveal educational impacts fast and maximize tight budgets through frequent optimization. They also surface actionable insights so nonpersonal and personal truly collaborate, like showing field teams full HCP journeys (compliantly) and flagging which HCPs engage frequently on digital for MSL outreach.

50%

More HCPs reached than target list



We partnered with PharmaForceIQ to boost our clinical trial recruitment activities in a very rare metastatic cancer indication, and I'm quite intrigued by the hyper-targeted nature of their approach and platform.

Aurora O'Brate Medical Affairs, Oncology at Merck

Driving personalized education and repeated HCP visits to a medical affairs website on a tight budget

A resource-constrained medical affairs team needed a strategic, compliant way to increase and personalize education about two indications. They wanted to optimize spend and maximize engagement among target oncologists across channels.

The core campaign objectives were to:

- Drive target HCPs to a microsite with informational content
- Use dynamic HCP preference data to inform a plan that drives traffic and optimizes spend across tactics
- Deliver a high frequency of engagement compliantly across multiple channels

Our personalized optichannel campaign ran across medical websites, P2P, email, and other channels, and it drove results quickly.

In just four months, we engaged 65% of target Indication 1 and 77% of Indication 2 HCPs so efficiently that they consistently returned to the microsite for education (3+ visits).



Affinity:
HCP intelligence turns data into education



Compliance:
Fully compliant platform to serve credible content



Flexibility:
Agile resource use across field and digital



ROI:
Instant insights.
Continuous campaign evolution



Move HCPs from awareness to education to intent

Quickly unlock the power and simplicity of our platform to deliver the voice of science across field and digital channels. We can launch a scalable pilot in 6-8 weeks to help you create more powerful programs, meaningfully educate HCPs, and truly move metrics.

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