

We respond to HCP behavior in hours. Not next month.

PharmaForceIQ's real-time, out-of-the-box customer engagement platform empowers marketers with the fastest, most effective ways to engage HCPs and patients across all channels. We use live audience affinity data, streamline campaign execution, sync field and digital, and focus on measurable impacts to help clients achieve unmatched efficiency and clear results. With such strong ROI, we even expanded from pilot to one client's full portfolio in just 7 months.

3x

Average script lift

20%

Reduced campaign spend

+22%

Brand strategy adherence by the field

With tight resources, marketers face immense pressure to drive script lift and increase share-of-voice quickly. We deliver optichannel precision, using 200M+ data points to design the most effective, relevant, and personalized journey for each customer. We know what your audience cares about and how they behave, so you can use every dollar where it will yield the highest ROI.

We deploy content triggered by real-world signals—like a lab test or HCP search keyword—within 24-48 hours across field, digital, third-party, and P2P channels. This includes deeper predictive insights and a full view of HCP journeys for field teams. Then we connect the dots to outcomes through clear metrics that prove impact fast, including NPI-level script lift.



When we make investments, it's important to track every dollar we spend—and now we can track every engagement and interaction at an NPI level. It's a first for me in my career to see such deep, fast reporting, both at the journey level and for the impact on script lift to make real-time decisions.

Ramya Maddilate Director, HCP & KOL Marketing, Day One Biopharmaceuticals

Overcoming challenges to drive 22% NRx lift successfully at launch in a niche indication

Every launch has unique challenges. One oncology team came to us before launching a second-to-market treatment. They aimed to establish share of voice and capture market share, but they had a niche patient population, limited rep capacity, a tight budget, and minimal clinical differentiation.

PharmaForcelQ engaged **40% of target HCPs and drove 22% NRx lift. 66% of year one scripts tracked back to PFIQ** and our 27,000+ brand touchpoints. We also complemented the field force by **identifying over 1,000 more HCPs** with eligible patients to engage beyond the target list.

The core campaign objectives were to:

- Efficiently drive brand awareness in the target audience
- Use RWD like mutation tests to reach the right HCPs
- Engage in the right window before treatment decisions



Affinity:
HCP intelligence
to spark action



Automation:
Real-world signal to content
deployment in a day



Flexibility:
Engage across field, digital,
and P2P channels



ROI:
Instant Rx-level insights,
with ongoing optimization



No overpromising, no frustrating implementation, no endless analysis. Unlock results that help your team win.

Whether you're preparing for launch, adjusting to market dynamics during growth, or recalibrating for a mature brand, we adapt to your needs and support your brand strategy holistically. Think: faster decisions, smarter spend, savvy reps, and flexible campaigns that evolve every day.