

Strategy, speed, and savings in one turnkey platform

PharmaForceIQ is an end-to-end, real-time customer engagement platform that finally unifies brand and field. Through holistic out-of-the-box technology and deep strategic partnership, we empower your teams to move faster while delivering tangible cost savings and measurable revenue growth.

40%

Average growth in incremental revenue

20%

Marketing savings

22%

Increase in field adherence to strategy

We unite deep audience affinity intelligence, dynamic optichannel execution across personal and nonpersonal channels, and live NPI-level reporting to prove impact fast. This empowers commercial teams to deliver more relevant HCP experiences and deploy every dollar where it will yield the highest ROI.

Use the industry's only optichannel digital platform to maximize marketing spend and drive lift. Simultaneously improve field execution through a Next-Best-Action system that easily fits into rep workflows, with AI-powered recommendations that actually improve strategy adherence.



PharmaForceIQ was key to our go-to-market strategy for launching a drug in a crowded and competitive advanced cancer marketplace. We saw great engagement rates, and exceeded our growth projections, even with limited resources because of their hyper-targeted approach.

Zhen Su

Former SVP, Global & US Head of Oncology Business Franchise – Large Pharmaceutical Company, Now CEO Marengo Therapeutics

Before and after: The optichannel difference that overcame a stalled launch

Launches are challenging, and many fail to meet forecast. One team came to us after launch when uptake was slower than anticipated. They were struggling to establish share of voice and capture market share in a niche indication with a small patient population and a tight budget.

The core campaign objectives were to:

- Drive brand awareness in the right HCPs
- Use RWD for audience preferences and real-world signals such as lab tests to indicate a real need
- Engage in the right window before treatment decisions

Using affinity intelligence, real-time triggers, and engagement across digital and field channels within 24-48 hours, we drove a rapid turnaround within 5 months.

Compared to the first six months post launch, we increased HCP engagement rates by 4x and drove a 24% increase in market share.



Collaboration:
Finally unify field and marketing



Affinity:
Real-time, holistic HCP intelligence



Automation:
Signal to deployment in under a day



ROI:
Instant Rx-level insights, with ongoing optimization



Unlock real alignment without more cost and complexity.

Optichannel drives ROI across portfolio and lifecycle objectives. Create a competitive edge: align teams, use precision to create efficiency, capture market share, and scale easily without a long implementation.

REQUEST A DEMO