

Spotlight on RWD Webinar Series

Situation

IQVIA's Real World Data (RWD) team was tasked with **generating awareness and sales opportunities** for IQVIA's Real World Data and respective technologies globally. Additional objectives included:

- **Introduce IQVIA's Health Data Catalog** and show how easy it is to find global data
- **Highlight the strength** of IQVIA's global data and each country's most interesting assets
- **Demonstrate the potential** for cross-dataset research with the OMOP format
- **Introduce other technologies** that accelerate Real World Data analyses
- **Showcase the impact** and opportunities created by applying IQVIA's AI/ML solutions

Solution

In the Health Data Passport Webinar Series, IQVIA experts take customers on a global tour of Real-World Data (RWD). Each month, the series visits a different country, showcasing its unique RWD assets and how they are used to capitalize on clinical and commercial opportunities. The series also explores how to gain rich insights quickly and easily through use cases and demos of innovative software.

Suzanne Harris, Fractional Marketing and Communications Lead at Rebound, **leads the promotional efforts of this highly visible initiative** that targets personas across the entire product lifecycle. She also works with subject matter experts around the world to develop their presentation content and visual presence.



Suzanne is responsible for:



Planning the entire 2024 itinerary, including identifying subject matter experts and datasets in each country



Developing agendas for each webinar in the series



Working with speakers in each geography to develop content that addresses customer interest and opportunity



Creating internal and external promotional activities, including customer email campaigns, organic social content, internal communications, newsletter content and customer success emails

In addition, Suzanne has forged a relationship with IQVIA's social media team and has made strategy and creative recommendations to benefit the entire IQVIA ecosystem.

Impact

In just three months, **over 1,100 people have pre-registered** for the Health Data Passport Webinar Series. These leads are nurtured through a newsletter program, replay promotions (which Suzanne also drives) and a robust content hub.



About the Rebound consultant



Suzanne Harris is a seasoned marketing and communications leader with a rich background spanning three decades. Throughout her career, she has been dedicated to assisting organizations in achieving revenue growth, establishing robust

brand equity and fostering stakeholder engagement. Suzanne's expertise encompasses diverse areas, including strategy development, compelling storytelling, brand cultivation, demand generation, internal and external communications, event management and strategic partnerships.

Suzanne brings a comprehensive understanding of the life sciences industry landscape, empowering her to ramp up and form client relationships quickly. Her firsthand involvement in clinical trials and patient advocacy has imbued her with a deep passion for her clients' endeavors. She has participated in patient perspective lunch and learns, workshops and delivered All-Hands meeting presentations that have helped form patient-centric strategies. In addition to driving the Health Data Passport Webinar Series for IQVIA, Suzanne has led commercial compliance marketing and advised on numerous engagements that required her expertise in lead generation, messaging and positioning, communications and storytelling.