

Spotlight on Commercial Solutions PR

Situation

IQVIA's Commercial Solutions business unit aimed to **demonstrate thought leadership with expert writing and placement of earned media**. When the marketing team expressed concern about content quality and missed targets for non-promotional media, Rebound offered to review the current program and recommend how to get back on track. Rebound brought experience from managing public relations (PR) for other IQVIA groups and best practice-based processes.

Rebound learned that the content was of inconsistent quality, milestones were missed, and marketers were frequently unaware of what was being written or why. The non-promotional media program needed a more disciplined approach and overall oversight. An experienced project owner would drive a process to propose compelling topics, produce and approve engaging thought leadership content, and gain placement in leading life sciences publications.

Solution

Given the strategic importance of this initiative, the Commercial Solutions team asked **Susan Harrell**, a Rebound consultant with extensive knowledge of life sciences combined with expertise in marketing, PR, and project management, to lead the non-promotional media program. She was responsible for project management, strategic guidance, and content creation. Susan determined the status of outstanding deliverables, presented an interim PR plan, and quickly onboarded a team of content and PR specialists from Rebound to take over the PR efforts.

Susan then rolled out a streamlined workflow to successfully deliver **10 thought leadership pieces** in 6 months. She revitalized the program by:



Identifying strong topics by working with marketers and writers



Uncovering PR opportunities well-suited to IQVIA Commercial Solutions



Monitoring production of content to ensure milestones are met



Elevating earned PR as a priority among Commercial Solutions marketers



Establishing a promotional plan to augment visibility of the content



Susan is also working with the Commercial Solutions GBU on a strategic plan for orchestrating non-promotional media going forward.