

Spotlight: IQVIA Digital Thought Leadership

Situation

IQVIA Digital wanted to elevate its annual **Email Year in Review report** into a more strategic, market-facing thought leadership platform that could strengthen executive visibility and reinforce the organization's growing position in healthcare digital engagement and media intelligence.

The initiative required more than a standard annual report. IQVIA Digital needed a polished executive asset that could support a major conference launch; showcase expertise across healthcare email engagement, AI adoption, personalization, deliverability and regulatory trends; and create a scalable foundation for future thought leadership programs.

At the same time, compressed timelines, multiple stakeholders, and complex SME coordination created operational challenges that required a more disciplined and efficient content production approach.

Solution

IQVIA Digital partnered with Rebound to lead development of the **2025 IQVIA Digital Email Year in Review**, a 17-page executive thought leadership white paper and a **companion webinar** focused on healthcare email engagement, deliverability, AI adoption, personalization strategies and evolving regulatory trends.

Rich Glew and Laura Kieley directed the initiative, bringing together strategic content development, stakeholder management and thought leadership expertise to support both the report and webinar execution.

Rebound implemented a structured and scalable content development framework designed to:

- Align SMEs and stakeholders around a clear strategic narrative.
- Accelerate content production and approval workflows.
- Create consistency across white paper and webinar assets.
- Improve operational efficiency and reduce production friction.
- Develop reusable content architecture for downstream initiatives.

The team established a highly detailed strategic outline early in the process, enabling subject matter experts to contribute more efficiently while helping maintain a clear narrative throughline across all deliverables.

The report and webinar were successfully completed ahead of schedule to support a major IQVIA Digital conference launch.

Impact



Delivered a 17-page executive thought leadership white paper and companion webinar under a compressed launch timeline.



Streamlined stakeholder collaboration, SME alignment and content production workflows.



Created a scalable framework and operational blueprint for future year-in-review and benchmark reporting initiatives.



Developed reusable content architecture to support derivative social campaigns, executive insights, demand generation, and GTM thought leadership programs.



Strengthened IQVIA Digital's market positioning around healthcare engagement trends, AI, personalization and digital intelligence while earning strong leadership praise for strategic execution.

Leadership Profiles



Rich Glew partners with healthcare, life sciences and technology organizations to translate complex subject matter into commercially aligned thought leadership and strategic market-facing communications.



Laura Kieley specializes in strategic content development and communications programs that help healthcare and life sciences organizations strengthen brand authority, executive visibility and audience engagement across digital channels.