Case Study

rebound
MARKETING ACCELERATION™

Spotlight: IQVIA Commercial Solutions Strategic Thought Leadership Earned Media Program

Situation

IQVIA Commercial Solutions' subject matter experts had deep expertise across healthcare, life sciences, commercialization, healthcare technology and artificial intelligence but lacked the consistent visibility needed to shape industry conversations. Without a structured earned media approach, this expertise remained underrepresented in the trade publications that mattered most, limiting executive credibility and market presence.

Solution

IQVIA partnered with Rebound to deliver an integrated earned media program that combined strategic editorial planning, thought leadership development, media relations and end-to-end program management to strengthen market visibility and advance key business objectives.

Led by Susan Harrell and Debby Fireman, Rebound provided strategic oversight and execution across the program, partnering with Commercial Solutions marketers to identify priority themes, elevate executive thought leadership and expand industry visibility through targeted media engagement and placement opportunities.

Key responsibilities included:

- Managing a strategic earned media program designed to deliver **20 placements annually** and maintain a consistent cadence of **at least one earned media article per month.**
- Developing and managing **10 Pharmaceutical Executive AI articles, nine Commercial Solutions thought leadership articles,** and **one industry award submission** across multiple concurrent workstreams.
- Leading editorial strategy, content development, SME interviews, review and approval management, media relations and stakeholder coordination.
- Building **recurring editorial relationships with leading healthcare and life sciences publications** while identifying additional opportunities through commentary, podcasts, awards and other earned media initiatives beyond the original scope of work.
- Repurposing existing content assets and aligning earned media efforts with broader paid and sponsored media investments to **maximize visibility and business impact.**

Impact

Delivered **33 earned media placements** in 2025, exceeding the program goal of 20 annual placements by 65%.

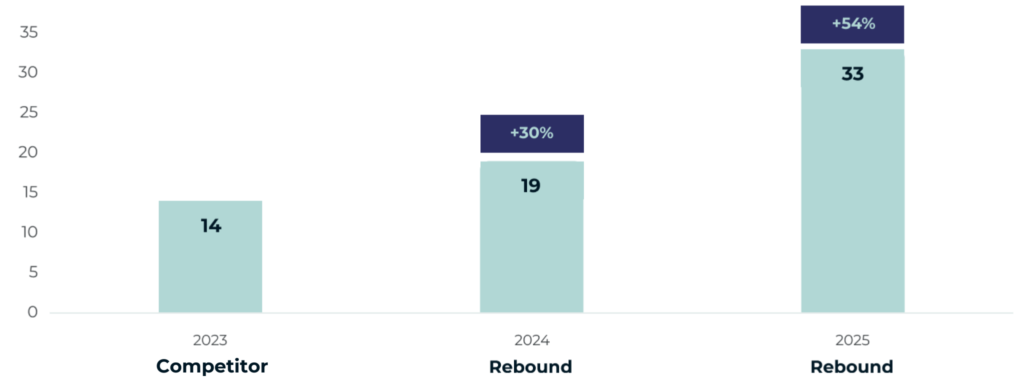
Increased annual earned media placements from **14 in 2023 to 19 in 2024 and 33 in 2025,** representing more than **130% growth** over two years.

Secured coverage across **11 leading healthcare and life sciences publications,** including Pharmaceutical Executive, PharmaLive, Pharmaphorum, PM360, Pharmaceutical Commerce, MedAdNews, HIT Consultant, IntelligentHealth.tech, Swaay.Health, PMLive, and MedAdvantage.

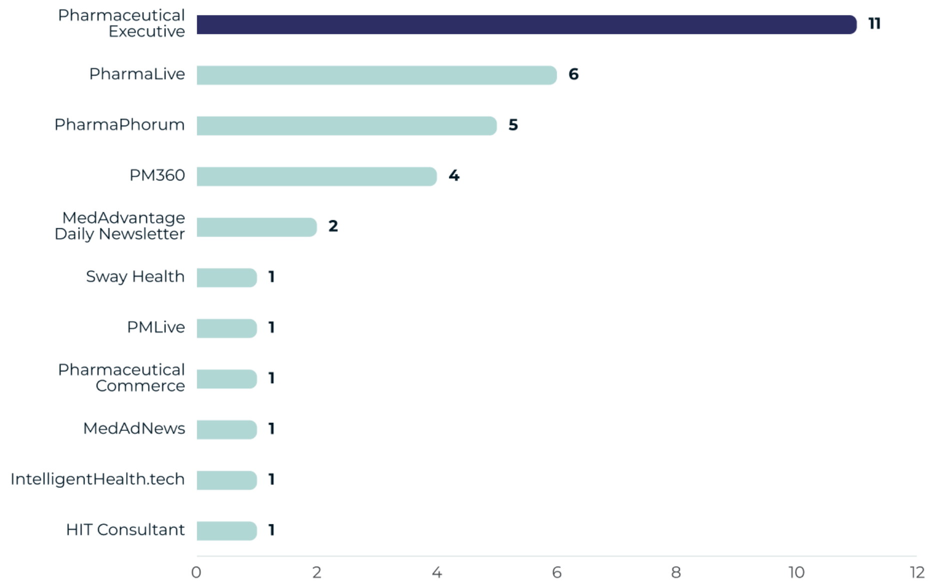
Expanded AI-focused thought leadership from **six articles in 2024 to 19 in 2025,** reinforcing IQVIA's position as a leader in AI-driven healthcare innovation.

Established recurring editorial series with leading industry **publications, including the Pharmaceutical Executive AI series,** which was renewed for a **second consecutive year.**

Placements by Year



Placements by Publication



Leadership Profiles

Susan Harrell partners with healthcare and life sciences organizations to develop strategic public relations and thought leadership programs that increase executive visibility and strengthen market positioning. She leads Rebound's earned media engagement with IQVIA Commercial Solutions and is working with the business to develop a long-term strategy for orchestrating nonpromotional and promotional media and expanding executive thought leadership across the organization.

Debby Fireman brings 37 years of marketing, communications and publishing experience across healthcare, life sciences, technology, professional services and consumer markets. As a PR specialist at Rebound, she translates complex science, technology and business topics into compelling media narratives and has secured client coverage in outlets including MM+M, Pharmaceutical Executive, PharmaVOICE, Med Ad News, CNN, the Wall Street Journal, the New York Times, the Washington Post, Forbes, and the Financial Times.