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Chiesi Group Selects IQVIA's OCE Technology Platform to Develop a Customer-Centric Ecosystem Across the Organization

Leveraging innovative technology to orchestrate cross functional teamwork and multichannel interactions with external stakeholders

DANBURY, Conn. & RESEARCH TRIANGLE PARK, N.C. – June 17, 2019 – [IQVIA™](#) (NYSE:IQV) today announced that Chiesi Farmaceutici, the international research-focused healthcare Group (Chiesi Group) is leveraging IQVIA Technologies' [Orchestrated Customer Engagement \(OCE\)](#) technology platform to enhance customer proximity and teamwork effectiveness in more than 20 markets, including the U.S., China, Germany, U.K., France, Spain, Italy, Russia and Brazil.

"Working with IQVIA, we are able to provide a customer-centric approach and leverage their deep industry expertise and robust technology ecosystem," said Ugo Di Francesco, chief executive officer of Chiesi Group. "Chiesi is committed to innovation in all that we do, and it was critical for us to partner with a global vendor who shares this value. Our multi-national environment is complex, and OCE has the sophistication to meet the needs of our different commercial teams and their unique customers — today and in the future."

IQVIA Technologies' OCE is a new category of cloud-based life sciences technology built on the latest best-in-class platforms, including Salesforce, Amazon, Box, Heroku and Mulesoft. The OCE platform enables companies to move from a patchwork of point applications to a unified commercial solution that evolves with technical and business requirements.

"We are proud to facilitate the evolution of Chiesi's commercial model and support its goal to deliver exceptional customer experiences to a diverse audience of HCPs around the world," said Tal Rosenberg, senior vice president of Global Technology Solutions for IQVIA. "OCE is a transformative technology platform that connects sales, marketing, medical and other customer-facing functions. By harmonizing multichannel interactions, it not only optimizes commercial team performance but also fosters customer trust and loyalty."

Chiesi will achieve its globally connected commercial ecosystem using OCE Sales, OCE Marketing and IQVIA's OneKey healthcare professionals' database. These tools will empower Chiesi to develop personalized multichannel sales journeys for targeted customers and track effectiveness with visual tools. Other features include content marketing management, campaign management, account and contact management, segmentation, field model optimization and interaction maximization.

For more information about IQVIA Technologies, OCE and OneKey, please visit www.IQVIA.com.

About IQVIA

IQVIA (NYSE:IQV) is a leading global provider of advanced analytics, technology solutions and contract research services to the life sciences industry. Formed through the merger of IMS Health and Quintiles, IQVIA applies human data science — leveraging the analytic rigor and clarity of data science to the ever-expanding scope of human science — to enable companies to reimagine and develop new approaches to clinical development and commercialization, speed innovation and accelerate improvements in healthcare outcomes. Powered by the IQVIA CORE™, IQVIA delivers unique and actionable insights at the intersection of large-scale analytics, transformative technology and extensive domain expertise, as well as execution capabilities. With more than 58,000 employees, IQVIA conducts operations in more than 100 countries.

IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analyzing information on a scale that helps healthcare stakeholders identify disease patterns and correlate with the precise treatment path and therapy needed for better outcomes. IQVIA's insights and execution capabilities help biotech, medical device and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors and scientific advances, in an effort to advance their path toward cures. To learn more, visit www.iqvia.com.

About Chiesi Group

Based in Parma, Italy, Chiesi Farmaceutici is an international research-oriented group with over 80 years' experience in the pharmaceutical sector and is present in 27 countries. The group researches, develops and commercializes innovative medicines in the respiratory disease, special care and rare disease therapeutic areas. The Group's Research & Development center is based in Parma (Italy) and integrated with 6 other important research and development groups in France, the USA, the UK and Sweden to promote its pre-clinical, clinical and registration programs. The Group employs around 5,700 people. Chiesi Group is a certified B Corporation. For more information, please visit www.chiesi.com.

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