

2025 Branded Rx & Vaccine Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, January 7, 2025

IQVIA Presentation

60 minutes

Doug Long is Vice President of Industry Relations at IQVIA, the world's largest pharmaceutical information company, serving over 101 countries. He has been with IMS since 1989. Previously Doug was at Nielsen Market Research for sixteen years. Doug received a BA degree from DePauw University and an MBA in Management from Fairleigh Dickinson University.

Doug is a frequent industry speaker for the following groups: ECRM, HDMA, NACDS, FMI, NCPDP, PCMA, NAW, IFPW, BIO, AMCP, PhRMA, HIGPA, and many others.

In 2012 Doug received the distinguished Harold W. Pratt Award which recognizes individuals whose activities have contributed to the promotion, recognition, and improvement of the practice of pharmacy within the chain drug industry. Doug was previously honored with the 2004 HDMA NEXUS Award; the industry's highest recognition award which honors exceptional character, accomplishments, and leadership in the pharmaceutical distribution industry. The NEXUS Award recognizes the pivotal relationship that the recipient plays in the distributor-manufacturer-provider framework. Doug also received IMS's prestigious Summit award in 2003.



Doug Long, Vice President of Industry Relations
IQVIA