

MedTech Company Improves Commercial and Compliance Operations with OneKey

A global, \$5 billion per year medical device company immediately realized better provider search results after migrating to OneKey.

Situation

With a portfolio encompassing wound care, orthopedic materials, sports medicine and more, this multinational corporation required new data, integrated technology, and integrated data service capabilities to support their commercial and compliance organization. The company's evolving business strategy needed data to support new market sizing and opportunity analysis; new sales-to-customer alignment and call planning; new business analytics and reporting, and new transparency and compliance reporting for the decade ahead.

Solution

IQVIA proposed a comprehensive suite, including Next Generation OneKey reference data; OneKey Ecosystem platform; OneKey Data Services; Hospital Performance Data (HPD); and Product Shipment Data (867) – all seamlessly integrated into the client's environment that included legacy IQVIA and third-party technology solutions. The proposal included an array of IQVIA expert services designed to help the company's commercial and compliance teams accelerate to satisfy all of their business objectives. IQVIA completed the implementation in just over three months.

Results

According to the company, the renewal was a "great example of the partnership between us and IQVIA" to manage a very complex, custom integration. One of the company's leaders said the cross-team planning by IQVIA was expertly managed and the entire project came in on time and on budget. Key was IQVIA's integrated data and technology innovations, and steadfast commitment to client service and

satisfaction. Speaking about Next Generation OneKey's enhanced data coverage and quality, the lead noted "an increase in initial search hits within our Concur instance from about 85 percent to about 95 percent-plus after the migration." The company now submits fewer validation requests and considers OneKey to be their gospel of truth for provider reference data.

Products Included

Next Generation OneKey Data

Next Generation OneKey Ecosystem, including:

- OneKey API
- OneKey Live Access web portal
- OneKey Certified API for Concur
- OneKey CDI
- OneKey Data Services

Hospital Performance Data (HPD), with integrated OneKey IDs

ValueCentric Detailed Sales Reporting (867), with integrated OneKey IDs

AggregateSpend360

Mobile Intelligence

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