IQVIA

Faster Insights with IQVIA DaaS (Including Onekey)

Snowflake-centralized access to Onekey data on demand

In this new era of digitalization, you can confidently answer critical business questions, reduce your dependence on expensive system integration, and be assured that your systems will centralize and transform your data, making it easily accessible and readily available with IQVIA's Data-as-a-Service (DaaS) solution (including OneKey), delivered via Snowflake's customer data platform.
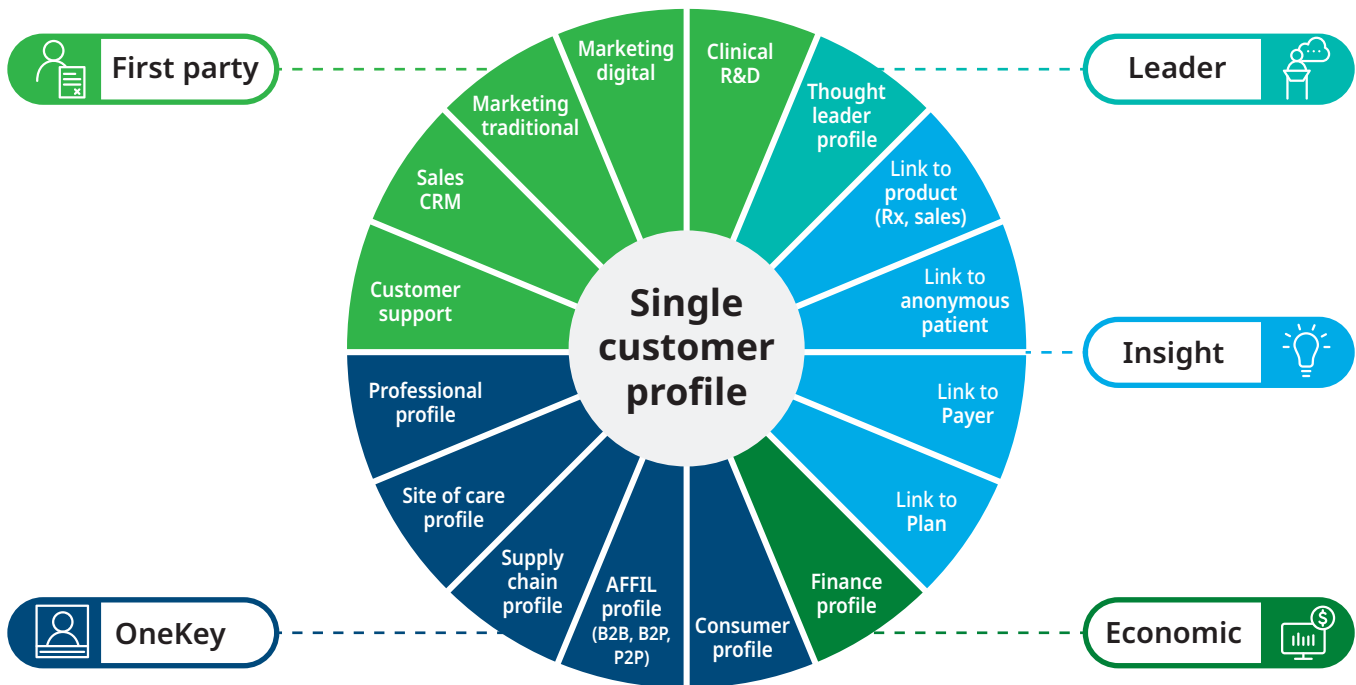
Benefits of combining high quality data and delivery

High quality customer data is foundational to next generation commercial reporting and analytics and Snowflake's customer data platform can integrate data from any source, including OneKey.

With real-time inputs, accurate views, and harmonized data, OneKey data extends your reach into prescribers, organizations, and their affiliations, linking the information together to quickly identify the right targets the first time and improving your engagement efforts.

Access to the newest data to efficiently drive your engagement effectiveness

First party

Leader

Insight

OneKey

Economic

Single customer profile

- Marketing digital
- Clinical R&D
- Marketing traditional
- Thought leader profile
- Sales CRM
- Link to product (Rx, sales)
- Customer support
- Link to anonymous patient
- Professional profile
- Link to Payer
- Site of care profile
- Link to Plan
- Supply chain profile
- Finance profile
- AFFIL profile (B2B, B2P, P2P)
- Consumer profile

Excellent coverage of large providers drives essential customer interaction

Using highly accurate corporate, IDN, owner, and owner-sub B2B network hierarchies, OneKey data can help you understand the dynamics of health systems and their networks of hospitals, nursing homes, group practices, and medical offices. IQVIA links specialty pharmacies, group purchasing organizations, and payers to integrated health systems.

Continuously updated provider data drives accurate and efficient outreach
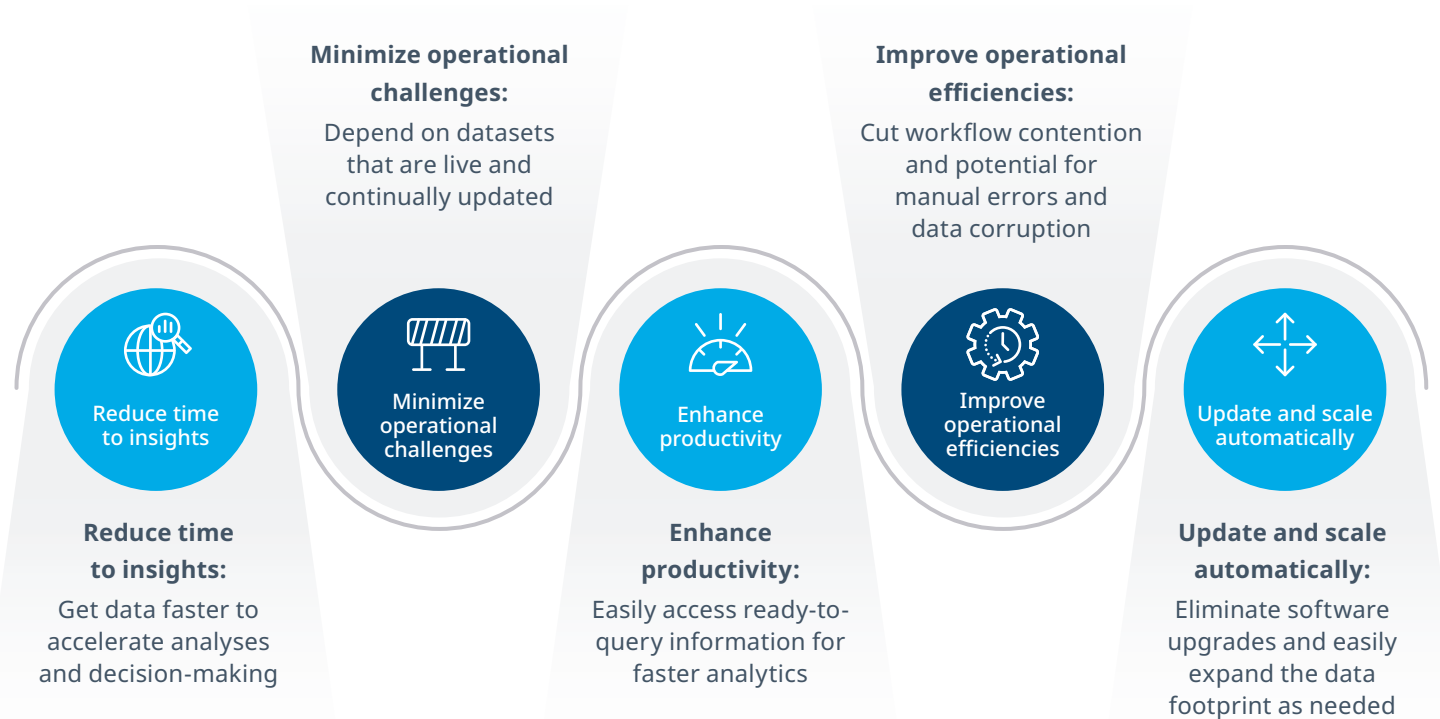
Over 700 global researchers power a unique ecosystem that continuously enriches data across the globe making more than 1.5 million updates each month and allows OneKey to seamlessly deliver real-time, trusted information backed by a robust methodology that ensures the accuracy and compliance required to propel healthcare businesses forward.

OneKey data collection methods and powerful integration processes

- Proactive telephone, web, and desktop research

- Billions of claims and transactional data linking, validating, and delivering insights

- Continual execution of automatic and manual processes that balance efficiency to ensure quality

- Daily processing, verification, and validation of customer inquiries for efficient governance and stewardship

- Automatic import of trusted industry and government sources to ensure compliance

- Fast results: 90% of data investigations are resolved in as little as one business day to ensure you have the answers you need to solve your critical business questions.

Benefits of combining high quality data and delivery

IQVIA is the first Snowflake partner to build commercial products for healthcare at scale, and IQVIA's DaaS (including OneKey) solution via Snowflake gives business intelligence and analytics professionals access to live and ready-to-query data, eliminating the need for any data transformation. This means faster time-to-insight for everyone who relies on OneKey data for informed decision-making.

Minimize operational challenges:
Depend on datasets that are live and continually updated

Improve operational efficiencies:
Cut workflow contention and potential for manual errors and data corruption

Reduce time to insights

Minimize operational challenges

Enhance productivity

Improve operational efficiencies

Update and scale automatically

Reduce time to insights:
Get data faster to accelerate analyses and decision-making

Enhance productivity:
Easily access ready-to-query information for faster analytics

Update and scale automatically:
Eliminate software upgrades and easily expand the data footprint as needed

Lower overhead for internal teams and systems integrators

Querying via Snowflake means reliable, consistent access to the data you need, while reducing all-in cost and effort traditionally required. You can do away with legacy data sourcing, loading, and transforming methods (FTP, ETL) because OneKey data is sourced, refreshed, and automatically available in your Snowflake environment. Datasets are live and continually updated, without ongoing data engineering and ingestion of new files.

Eliminate architecture costs

Constrained budgets and limits on engineering availability to implement and integrate third-party data often leads to long sales cycles and delayed time-to-value after purchase. Snowflake drastically reduces the TCO and time-to-value for integrating when using third-party data. With IQVIA, you can stop paying for infrastructure resources to ingest and store data, because OneKey data is shared without moving or copying the data from one place to another.

Access centralized, ready-to-query data

IQVIA's DaaS (including OneKey) via Snowflake lets you access all your healthcare data in one, convenient place by sourcing OneKey data from multiple countries and local data warehouses and bringing it into one central cloud-hosted location. Gain access to a variety of new datasets that you can immediately query with your own data or add to dashboards or visualizations with your BI tool of choice.

Fit-for-purpose data, made to order

Engage IQVIA's Information Management teams to create fit-for-purpose data and apply your own business rules prior to delivery. You can choose to standardize and transform OneKey data using IQVIA's Global Data Models; robust data architectures that are flexible to your specific requirements and external domain value sets.

Cut engineering resource requirements

Delivering data via any other method (APIs, SFTP, or cloud buckets) or using other cloud data warehouses is engineering-intensive and demanding; you need a single resource to store all of your fresh data and make it readily available for business users. With IQVIA's DaaS (including OneKey) via Snowflake, IQVIA provides access to the data so the dataset appears instantly in your Snowflake environment – with zero engineering effort required.

Fresh data, always

As data is continuously refreshed by OneKey, updates are automatically pushed to you. This means our data is fresh as it can be at all times – data pipelines do not have to be built, maintained, and monitored to assure your business users always have access to the latest information right at their fingertips.

CONTACT US
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