

Stay Focused and Fully Optimize Your Resources, Time, and Budget with OneKey and IQVIA

In order to operate more efficiently and generate a higher ROI on your critical commercial activities, you need to partner with the right data provider who can also pinpoint your target audience. OneKey is the solution.



We offer a single Healthcare Professionals (HCP) and Healthcare Organizations (HCO) reference database which delivers the most relevant and valuable data to help your business better target your key audiences. The OneKey database contains information on 10.7 million professionals, more than 5 million P2B affiliations, and 700,000 healthcare organizations. OneKey uses advanced, proprietary algorithms that identify an HCP's **Best Address, Best Affiliation, and Physician Employment Status** to ensure your lists are accurate, allowing you to target the most influential leaders and their contact information.

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More than
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OneKey Best Address

When your business needs to contact a specific target audience, you need to ensure your data contains the most up-to-date information on their location which can be a challenge in today's evolving healthcare landscape. With **OneKey's Best Address**, feel confident that your stakeholder addresses are the most current and accurate for optimal outreach outcomes. The OneKey Address Intelligence Methodology enables our database to track 10.7 million professionals and proactively updates listings with the most up-to-date information on a daily basis.

OneKey Best Affiliation

Your essential business operations will be impeded by not having the latest information on specific physician practicing locations. In addition to our Best Address data, IQVIA can also report an HCP's **Best Affiliation** which allows your business to have access to the most comprehensive and accurate list of physicians and their practice locations. With the most accurate data on where these important key leaders are practicing, your business operations will more effectively and efficiently meet essential strategic objectives.

Physician Employment Status

In addition to knowing where your audience is located and where they practice, it's also vital to understand where specific decision making occurs so that you can target the most influential leaders within an organization. With **OneKey Validation Methodology**, the Physician Employment Status identifies physicians who are employed by an IDN or Corporate owner. These solutions allow your organization to understand where decision making occurs and who is making those decisions, so that your organization's messaging can target the right decision makers at the right time.

Data validation and greater insights

Don't let outdated data be detrimental to your commercial operations success. OneKey uses a unique blend of people, processes, and technology, which enables OneKey to deliver HCP and HCO solutions reflecting the latest profile updates, regulatory changes, the impact of provider-organization relationships, and much more. Additionally, OneKey is optimally designed to easily *link your target audience to IQVIA's sales, prescription, and claims data leading to deeper customer and market insight generation capabilities.*

In-Depth profiling, networking & channel Mapping: Build out comprehensive profiles for your targets to improve resource allocation and planning

ONEKEY ENABLES EFFICIENT ENGAGEMENT:



OneKey

IQVIA

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