

IQVIA Onekey™

Is it possible to “know your customer” when we’re talking about 23.1 million healthcare professionals and 2.6 million healthcare organizations across 114 countries?

Are you even certain that the most basic information – your customers’ contact details and affiliations – is correct? The odds are against you since there’s a 30 percent chance that the information on any entity has changed in the last 24 months and if your database is incomplete or out of date, what opportunities are you missing? How can you practice customer centricity? Or comply with the General Data Protection Regulation (GDPR)?

IQVIA OneKey™ provides you with ever-fresh identification data on the universe of healthcare professionals (HCPs) and healthcare organizations (HCOs) to improve the efficiency of your sales and marketing efforts.

ACCURACY THROUGH PROACTIVE VALIDATION AND UPDATING

The OneKey lists more than **250 attributes for each of the 23.1 million HCPs and 2.6 million HCOs** it covers. These include: a unique identifier for each individual as well as each person’s current and past professional activities and affiliations, workplaces, and workplace addresses.

And it’s **98 percent accurate**, thanks to a proactive, global effort to validate and update the data continuously. Over 700 IQVIA research associates validate the information proactively, by phone, while over one million users contribute change requests which are validated prior to acceptance. To keep the database fresh, we make approximately 1.5 million changes to the database each month.

FLEXIBLE SERVICE AND ACCESS OPTIONS

OneKey is available a number of different ways and with several additional components. OneKey data can be purchased as a one-off list or via a subscription to the database and to its add-on modules:

ONEKEY FEATURES

- Consistent data quality
- Compliant with evolving data privacy requirements
- Standardized format across 114 countries
- Seamless delivery interfaces with Customer Relationship Management and Master Data Management platforms
- Quick, cost effective and scalable deployment
- Ongoing support from IQVIA Help Desk

- **OneKey Insights Digital:** Find the relevant Digital Opinion Leader, Profiles and scores HCPs based on their online presence, activity, and degree of connection to others in social media
- **OneKey Insights Market Access:** Profiles all the organizations and stakeholders that influence the prescription or any key decision along the drug life cycle
- **OneKey Insights Compliance:** Uses data matching to aggregate spending on a unique individual across all markets
- **Onekey Web Authentication:** An enhanced IAM system, which allows Website owners to Secure their web access to a certain audience and Make sure only HCPs are accessing specific content.

There are three ways to receive OneKey:

- **OneKey Connect** delivers data to any CRM/MDM platform
- **OneKey Web Services** provides direct access to the OneKey universe via a cloud-based API
- **OneKey Live Access** is a web-based tool to view data via any Internet browser and manage the subscription

APPLICATIONS ACROSS THE COMMERCIAL ORGANIZATION

IQVIA ONEKEY supports essential activities in a number of functional areas as well as customer centricity initiatives that span the whole organization

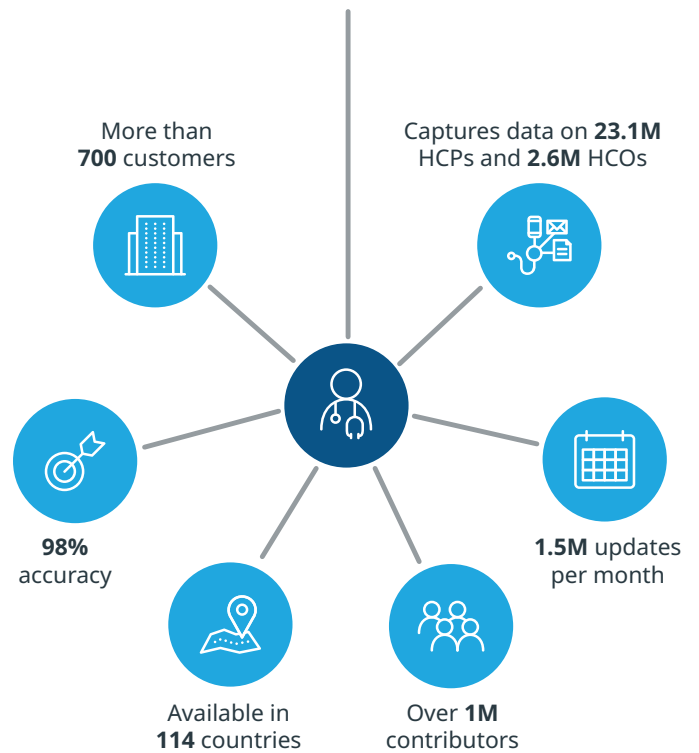
- **Sales & Marketing** - Targeting and segmentation
- **Regulatory** - Alerting HCPs of drug updates
- **Finance** - Tracking expenses for compliance purposes
- **Business Intelligence** - Analyzing and reporting on HCP profiles and localization



A PROVEN SOLUTION TO IMPROVING SALES AND MARKETING EFFICIENCY

More than 700 companies have chosen ONEKEY as their trusted source of contact and relational data on their healthcare customers

By relying on an up-to-date database and our team of researchers who maintain it, companies are able to reduce their administrative burden, increase their commercial efficiency, and ensure compliance. OneKey allows them to create a coherent customer experience, strengthen the motivation of customerfacing teams, and quickly adapt to a changing business environment.



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