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IQVIA OneKey Accelerated Insights

Enrich HCP engagement using real-time behavioral data intelligence
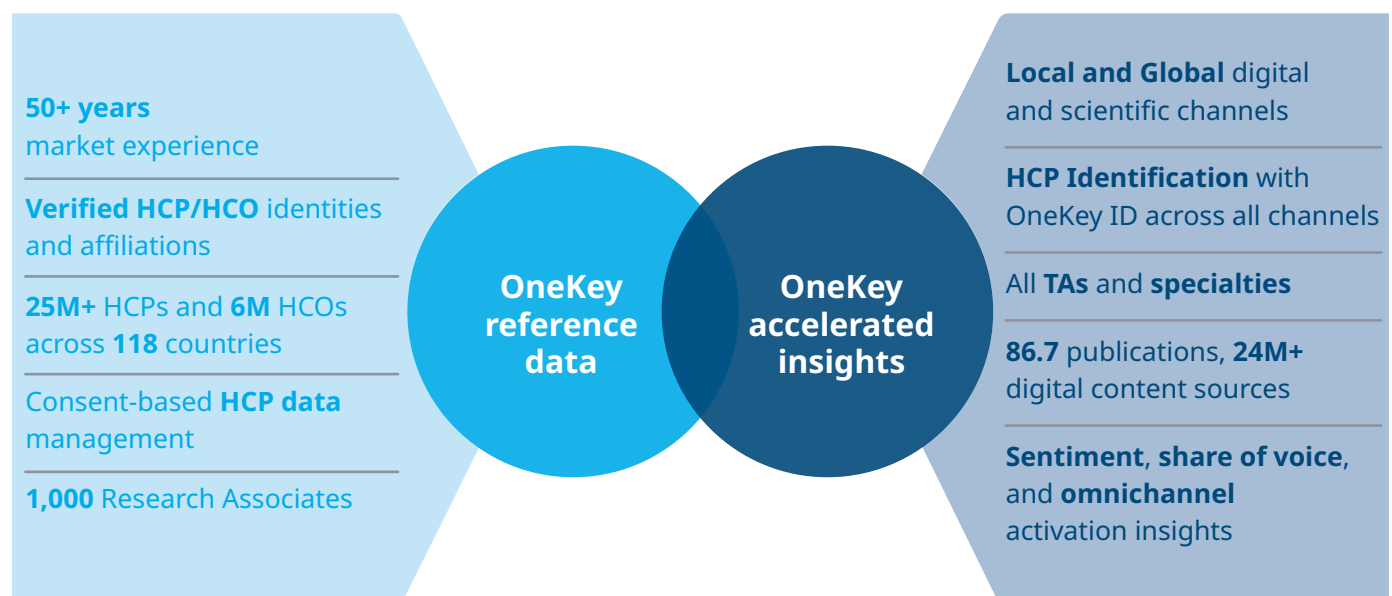
As engagement channels multiply and data volumes surge, life sciences organizations are hard pressed to orchestrate precision engagement with Healthcare Professionals (HCPs). IQVIA OneKey Accelerated Insights helps you pinpoint the right audiences, deliver relevant content, and connect insights to action.

IQVIA OneKey has set the global standard for trusted, harmonized healthcare data. By integrating data, digital, and behavioral insights into one intelligent workflow, customers gain a complete view of the HCP ecosystem across multiple domains.

Life sciences organizations face significant hurdles in achieving real-time insights and scalable, personalized engagement. Common challenges include:
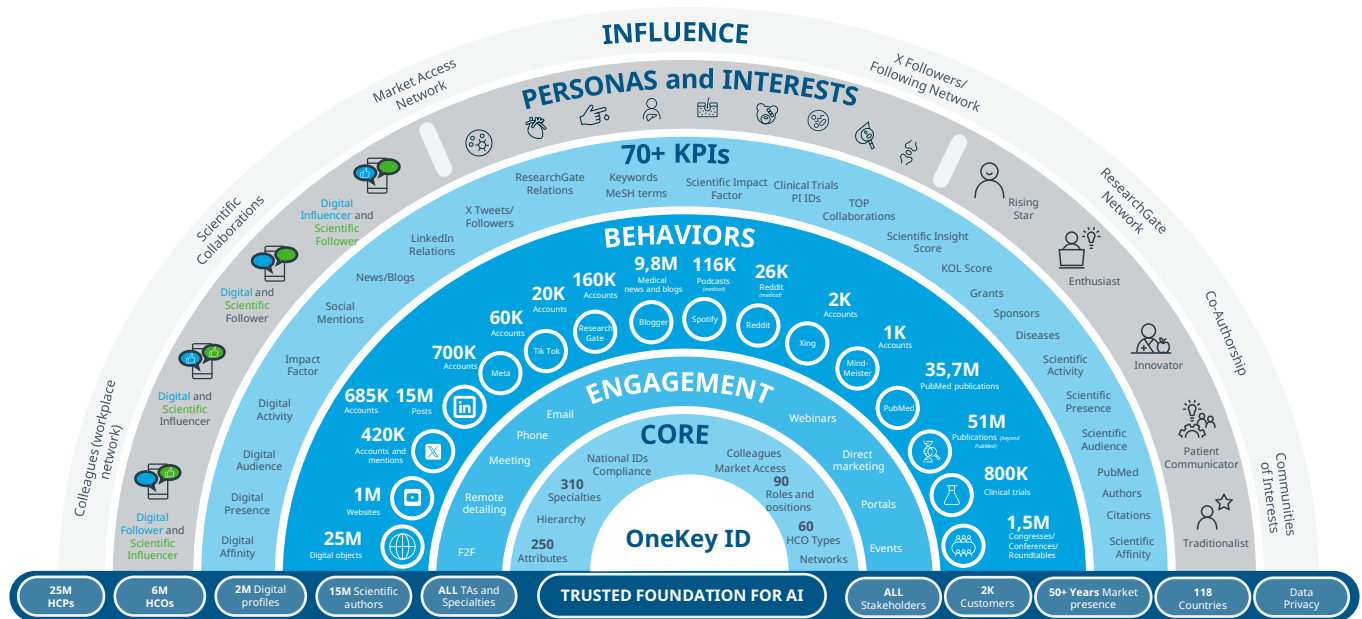
- **Incomplete or outdated data:** Teams waste time and miss opportunities. If HCP profiles are not updated in real time, sales and marketing teams risk pursuing dead-end leads

- **Difficulty identifying influencers** in specific therapeutic areas: This impacts messaging and visibility of offerings

- **Limited visibility into stakeholder influence networks:** Regional and national connections often remain hidden

- **Uncertainty about meaningful engagement:** Choosing the right touchpoints and timing can feel like guesswork

That's why **OneKey data** and **OneKey Accelerated Insights** are interconnected — making it possible to deliver a 360° view of HCPs and recommend the next best actions for your engagement plan.

50+ years
market experience

Verified HCP/HCO identities and affiliations

25M+ HCPs and **6M** HCOs across **118** countries

Consent-based **HCP data** management

1,000 Research Associates

OneKey reference data

OneKey accelerated insights

Local and Global digital and scientific channels

HCP Identification with OneKey ID across all channels

All **TAs** and **specialties**

86.7 publications, **24M+** digital content sources

Sentiment, **share of voice**, and **omnichannel** activation insights

OneKey as the trusted foundation for in person and digital engagement

OneKey Ecosystem: From core to realtime behavioral insights and connected journeys

INFLUENCE

PERSONAS and INTERESTS

Market Access Network · X Followers/Following Network

Scientific Collaborations · ResearchGate Network

70+ KPIs

Digital Influencer and Scientific Follower · ResearchGate Relations · Keywords MeSH terms · Scientific Impact Factor · Clinical Trials PI IDs · TOP Collaborations · Rising Star · Co-Authorship

Digital and Scientific Follower · X Tweets/Followers · LinkedIn Relations · News/Blogs · Social Mentions · Scientific Insight Score · KOL Score · Enthusiast

BEHAVIORS

9,8M Medical news and blogs · 116K Podcasts (medical) · 26K Reddit (medical) · Grants · Sponsors · Diseases · Innovator

160K Accounts · 20K Accounts · 2K Accounts · Scientific Activity · Scientific Presence

60K Accounts · ResearchGate · Blogger · Spotify · Reddit · Xing · 1K Accounts · MindMeister · Scientific Audience · Patient Communicator

700K Accounts · Tik Tok · Meta · 35,7M PubMed publications · PubMed · Communities of Interests

ENGAGEMENT

685K Accounts · 15M Posts · LinkedIn · Email · Webinars · 51M Publications (beyond PubMed) · PubMed Authors

420K Accounts and mentions · X · Phone · Meeting · Direct marketing · 800K Clinical trials · Citations

CORE

National IDs Compliance · Colleagues Market Access · Portals · Scientific Affinity

1M Websites · Remote detailing · 310 Specialties · 90 Roles and positions · 1,5M Congresses/Conferences/Roundtables · Traditionalist

25M Digital objects · F2F · Hierarchy · 250 Attributes · 60 HCO Types · Events · Networks

OneKey ID

Digital Activity · Digital Audience · Digital Presence · Digital Affinity · Impact Factor

Colleagues (workplace network) · Digital Follower and Scientific Influencer · Digital and Scientific Influencer

| 25M HCPs | 6M HCOs | 2M Digital profiles | 15M Scientific authors | ALL TAs and Specialties | TRUSTED FOUNDATION FOR AI | ALL Stakeholders | 2K Customers | 50+ Years Market presence | 118 Countries | Data Privacy |

Data-driven precision for the modern engagement model

From discovery through activation and measurement, OneKey Accelerated Insights transforms traditional segmentation and targeting by answering the key questions that drive impact:

1 **WHO** are the right HCPs and influencers to target for customer engagement?

2 **HOW** can you best engage them with relevant, resonant content?

3 **WHERE and HOW** should you activate your strategy for maximum impact?

1. WHO TO TARGET

OneKey Accelerated Insights goes deeper than specialty and geography, using 70+ behavioral indicators to segment and prioritize HCPs by engagement potential.

- **Influencer mapping:** Identify digital opinion leaders (DOLs) and Scientific Influencers across all global & local scientific and digital channels, like X, YouTube, LinkedIn, Meta, Podcasts, Reddit, Bluesky ResearchGate and clinical publications

- **HCP interest mapping:** Link every HCP's digital and scientific footprint to ICD-11 disease (codes universal language across healthcare systems) to uncover therapeutic focus areas

- **Influential personas:** Classify HCPs by their level of scientific and digital influence into segments

- **Advanced personas:** Profile HCPs by behavioral and engagement types based on innovation, conservatism, patient orientation, scientific work, and digital affinity

- **Network analysis:** Understand professional and social interconnections, cascading influence, and peer-to-peer engagement patterns

2. HOW TO ENGAGE

Build messaging that leverages real-life insights resonate with your target HCPs, organized around current subtopics mined from online discussions.

- **Sentiment and perception analysis:** Decode HCP attitudes toward your brand, competitors, therapeutic areas, treatment approaches
- **Content intelligence:** Extract authentic language and narratives from HCP-generated content to guide messaging, tone, and creative direction
- **Dynamic benchmarking:** Measure how your brand's share of digital voice and sentiment shift before and after engagement campaigns, adjusting in real time

3. WHERE and HOW TO ACTIVATE

OneKey Accelerated Insights translates behavioral intelligence into actionable activation strategies, guiding your teams to the optimal channels and moments to connect.

- **Channel intelligence:** Determine each HCP's preferred interaction mode — digital-first (webinars, email, social media) or traditional (rep visits, medical congresses)
- **Persona-based activation:** Align timing and cadence with HCP's professional rhythm, clinical calendar, online presence and preferred touchpoints
- **Real-time optimization:** Benchmark HCP sentiment and share of voice across channels and markets to refine strategy and measure impact in real-time

INTEGRATED DATA. UNIFIED STRATEGY. MEASURABLE RESULTS.

OneKey Accelerated Insights delivers intelligence wherever you need it, in whatever format, enabling instant alignment between data and action.

- **Real-time dashboards** for in-house analytics teams
- **Insights at OneKey ID level integrated into existing ecosystems** (CRM, MDM, analytics platforms) and ready to power GenAI initiatives
- **Pre-and post-campaign reports** showing share of voice and sentiment shifts

Ready to see it in action?

Start identifying key influencers, understanding trends in HCP interests, and engaging with precision across channels — all while continuously refining your strategy through real-time intelligence. Request a demo tailored to your brand engagement goals.

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