

IQVIA OneKey

Discover the extensive and comprehensive network of real-time HCP data

In a world driven by data, where an immense volume of content is perpetually created, the integrity and reliability of Healthcare Professional (HCP) information is crucial. These elements are the cornerstone for delivering personalized, omnichannel engagement effectively. With IQVIA OneKey, you gain access to a comprehensive HCP reference data network and valuable insights. Our platform ensures you have the most accurate and up-to-date information about the HCPs that matter to you, empowering you to make informed decisions and enhance your engagement strategies.

IQVIA OneKey Reference Data

With over 50 years of market experience, IQVIA OneKey Reference Data stands as the trusted data partner for HCPs and healthcare organizations (HCOs) in the global healthcare and life sciences industry.

With its unique harmonized data model offering real-time insights, it covers more than 25 million HCPs and 6 million HCOs worldwide. The OneKey ID, which identifies each HCP through various data sources, empowers you to gain a comprehensive view of your target and seamlessly integrate this information across your organization.



The foundation for an adaptive omnichannel strategy


<p>117 countries</p>	<p>25 M HCPs 6 M HCOs</p>	<p>Unique global harmonized data model</p>	<p>1000 Research Associates</p>
<p>Proven Technology-Agnostic</p>	<p>>2000 customers worldwide</p>	<p>17.5M Monthly Proactive Updates</p>	<p>Data Privacy Management since 1996</p>

IQVIA OneKey Accelerated Insights

Supercharge your HCP engagement with OneKey Accelerated Insights

Elevate your understanding of HCPs by integrating Accelerated Insights into your data strategy. This powerful enhancement to OneKey provides an enriched view of your targeted HCPs by collecting and integrating data from scientific environments and digital interactions. Gain detailed insights beyond molecules, closer to HCPs' real intentions and behaviors to drive informed decision-making and foster stronger HCP relationships.












Millions of sources analyzed daily for a 360° view of your target audience

Digital insights		24M contents, 26K medical Podcasts, 1.3M YouTube videos, 9,3M news and blogs, 732K global and local websites, 14.2M tweets, with millions of social accounts linked to our data architecture (like Facebook, Instagram, YouTube, X, ResearchGate, Threads)
Medical insights		5.7M PubMed publications, 51M scientific publications beyond PubMed, 26K medical Podcasts, congresses, conferences, roundtables and more
Clinical insights		800K Clinical trials, grants, sponsor and ORCID identification for each HCP

One dataset, multiple use cases. A perfect match for your business needs

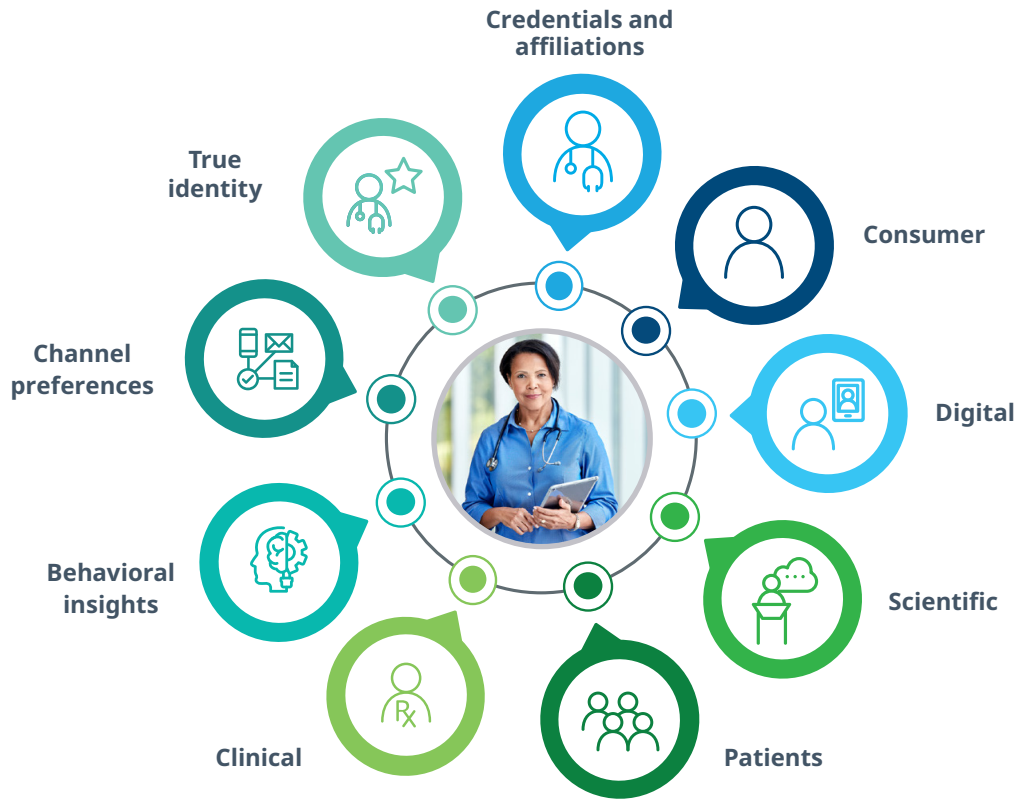
OneKey Accelerated Insights is a multifaceted solution that can successfully address a wide range of strategic needs. It provides vertical insights for medical, clinical, and digital domains, supporting you to define, implement and monitor tailored campaigns. Additionally, it facilitates broader strategies like designing and reviewing omnichannel approaches and managing multi-country drug launches.

OneKey Accelerated Insights

 <p>Drug launches Gain insight into conversations about a brand/molecule and benchmark competition in specific geomarkets</p>	 <p>Persona enrichment Updated, real view of HCP digital and scientific activity</p>	 <p>Segmentation & Targeting Add new dimensions & KPIs to reshape current segmentation and targeting</p>	 <p>Medical profiling Deeper level of information around publications from PubMed, medical podcasts, networks of collaboration, and beyond</p>	 <p>Clinical profiling Enhanced data around clinical trials, ORCID, sponsors and grants</p>	 <p>Digital profiling In-depth analysis of digital accounts including social media, forums, blogs, websites, and beyond</p>
 <p>Expert identification Identify HCPs relevant to a specific therapeutic area</p>	 <p>DOL identification Identify relevant digital opinion leaders (DOLs), related connections, and rising stars</p>	 <p>Channel preference Identify key channels of interest and engagement for HCPs for strategic investment</p>	 <p>In-depth real-time HCP profile Comprehensive HCP profiles (specialty/TA, country, etc.)</p>	 <p>Omnichannel engagement Tailored HCP engagement journeys with digital channels</p>	

Persona dimensions available in OneKey Reference Data and OneKey Accelerated Insights

Customer attributes, networks, and preferences are always changing, OneKey offers an agile approach that meets your customers where they are today.



Empowering you to deliver value with OneKey

The best choice if you need to:

- Know who is driving treatment pathways and decisions
- See in-depth connections, affiliations and HCP relationships through both digital channels and scientific collaborations
- Seize the right audience, channel, message, and time for personalized outreach
- Stay aware of frequent changes in HCP interests, preferences and behaviors in real-time and at-scale
- Engage in a way that is compliant and adherent to local data privacy laws
- Seamlessly exchange and orchestrate data with partners via our universal crosswalk

Unlock Omnichannel Excellence with IQVIA OneKey — Real-Time Insights, Remarkable HCP Engagement



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