

IQVIA OneKey Helps You Connect with HCPs

Differentiated data drives personalized engagement and improves digital trust to create meaningful impact

Engaging HCPs should be simple. For many life sciences marketing teams, the process is full of guesswork, inefficiencies and missed opportunities. At the same time, their customers often encounter a less-than-optimal user experience due to technical complexities, generic messaging, and siloed solutions.

IQVIA OneKey is changing the life sciences marketing landscape by helping you cut through the noise to engage the right people with the right message at the right time and in the right way. Here's how.

Precision targeting leads to measurable results

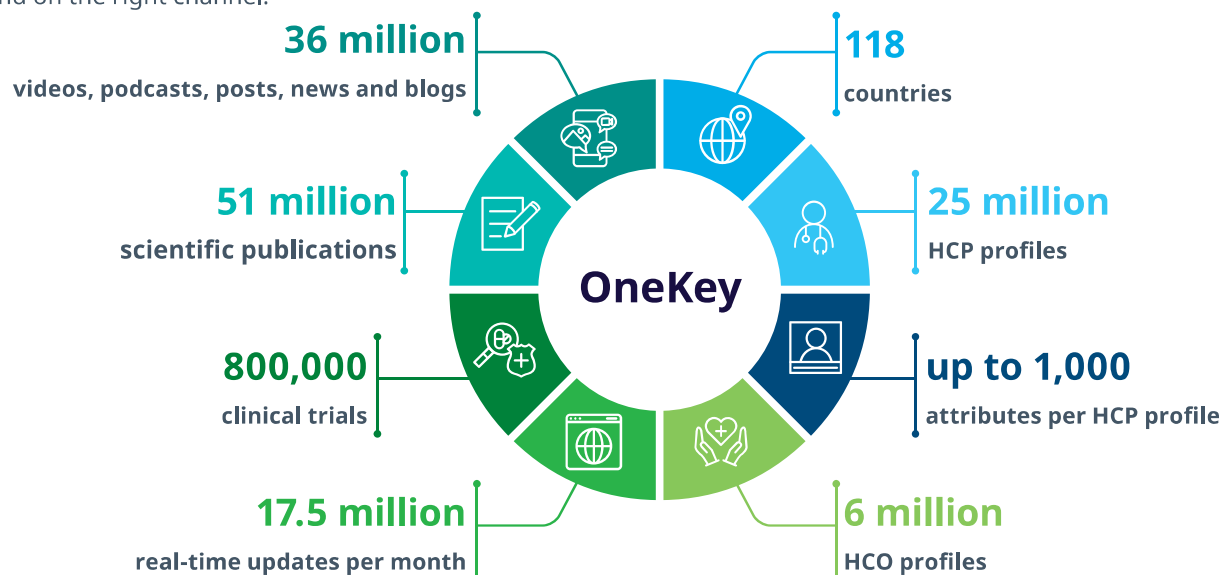
Our unique four-stage approach makes smart targeting easier by ensuring that every connection is relevant and impactful, and every campaign is effective. OneKey does the hard work of analyzing your customer base so you can focus on fostering relationships and achieving business goals.

We have the capabilities in authenticating HCPs & verifying their identity, find HCPs/HCOs to improve HCP journeys on your mobile app and web sites.



Work smarter. Reach further. See better results

OneKey helps your team spend less time searching and more time building connections. Leverage real-time HCP data as well as a dedicated marketing team to tailor campaigns based on your business goals. Expertise in creating contextual, predictive & precision campaigns to maximize engagement with the right population at the right time and on the right channel.



Eliminate the guesswork, stop chasing outdated leads



We analyze HCPs in nine dimensions

Professional and market access

Where do they work? Who are their colleagues?



Consumer

What are their interests outside of work?



Digital

What and where are they posting on social media?



Scientific

What do they publish? Which conferences do they attend?



Patient

What kind of patients do they treat?



Clinical

What clinical trials do they participate in? In what role?



Behavior insights

Where and how do they spend time online?



Channel preference

What channels do they engage with most often?



True identity

What are their digital identity profiles?



Our comprehensive HCP sentiment tracking and share-of-voice analytics provide actionable insights before, during, and after campaigns, enabling your team to adapt to customer reactions in real time. With OneKey's seamless integration into your existing tools, managing compliance, consent, and workflows post-conversion becomes effortless.



Data driven and Omnichannel excellence. One powerful solution.

HCP/O data is your competitive advantage. A single, verified source of truth about current and prospective customers enables your teams to quickly identify and access the decision makers.

IQVIA OneKey is the key to precision healthcare engagement.



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