



# From Insights to Impact

*IQVIA OneKey Global Marketing Services*

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# Shaping the future of HCP engagement in life sciences

Why the right HCP data and partner to deliver matters more than ever

## **In today's complex healthcare landscape, understanding your audience is everything.**

Pharma marketers and brand teams face a flood of data from digital platforms, publications and CRM systems — but not all data is created equal. To drive meaningful engagement and commercial success, you need a single, trusted source of truth.

## **That's where the OneKey database comes in.**

The OneKey database is a powerful and comprehensive reference system used across the healthcare and life sciences industries. It contains detailed, continuously updated information on healthcare professionals — doctors, nurses, specialists — and healthcare organizations such as hospitals, clinics and research centers. It includes unique identifiers for each provider and organization, along with contact details, affiliations, specialties, geographic data, real-time updates and integration capabilities with other systems.



# A strong HCP/HCO database is the foundation for a better understanding of your customers

 [Click on the green components to learn more.](#)

## Why is it so important?

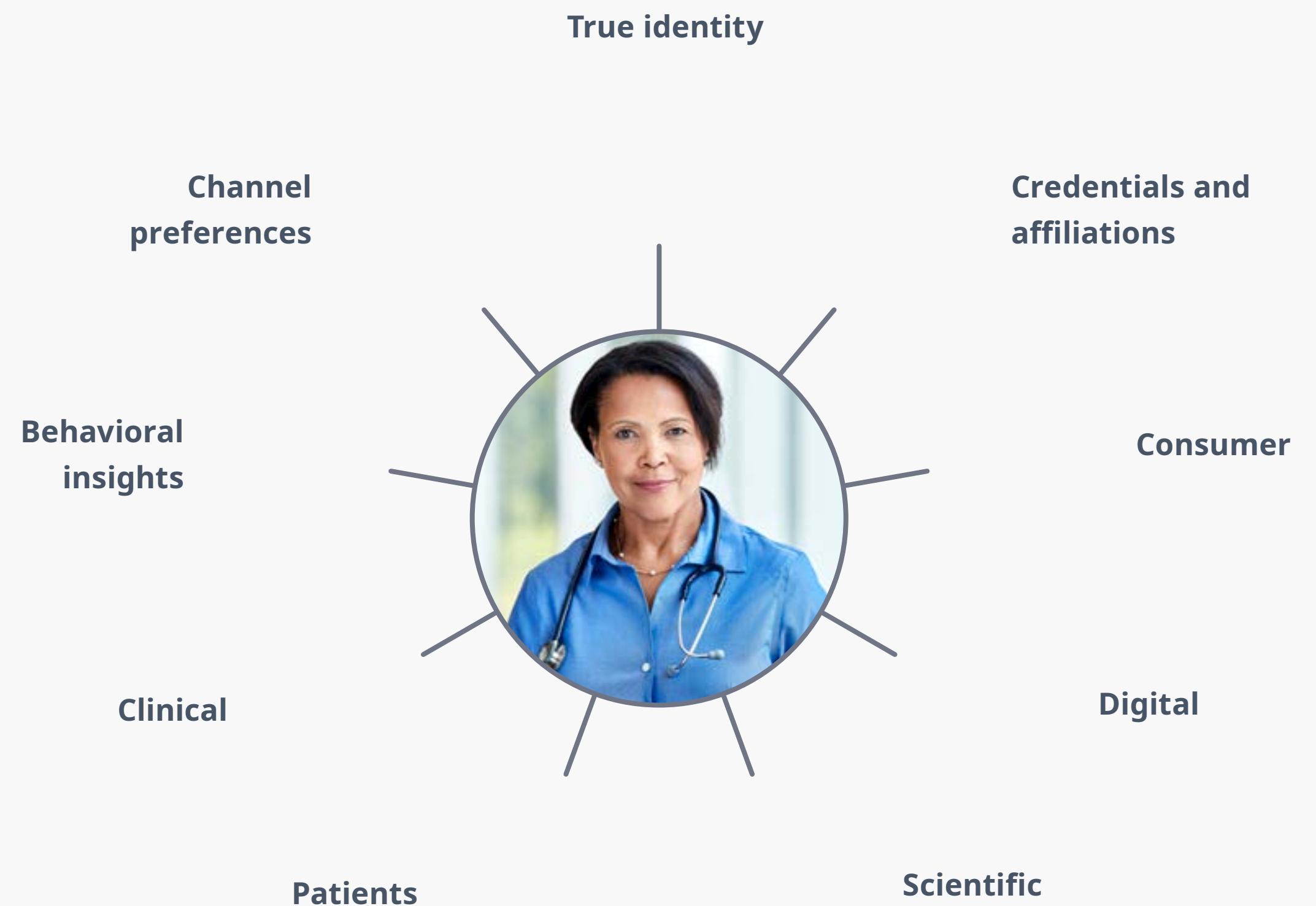
The pharmaceutical industry has seen significant growth in the volume of HCP/HCO data available across various platforms and publications. This proliferation of data to collect and analyze may leave companies with increasing gaps to fill in and more questions to answer.

To gain the meaningful insights necessary for better decision-making, It is imperative for life sciences companies to access a database that can aggregate and update the daily deluge of information about HCPs and HCOs. IQVIA OneKey is ready to handle the challenge.

# The foundation of precision engagement

IQVIA OneKey analyzes HCPs across nine dimensions

 Click on the green components to learn more.



# Global reach: How IQVIA OneKey powers smarter campaigns

**OneKey  
database**  
The precision  
you need



17.5M real-time updates

50+ years of market experience

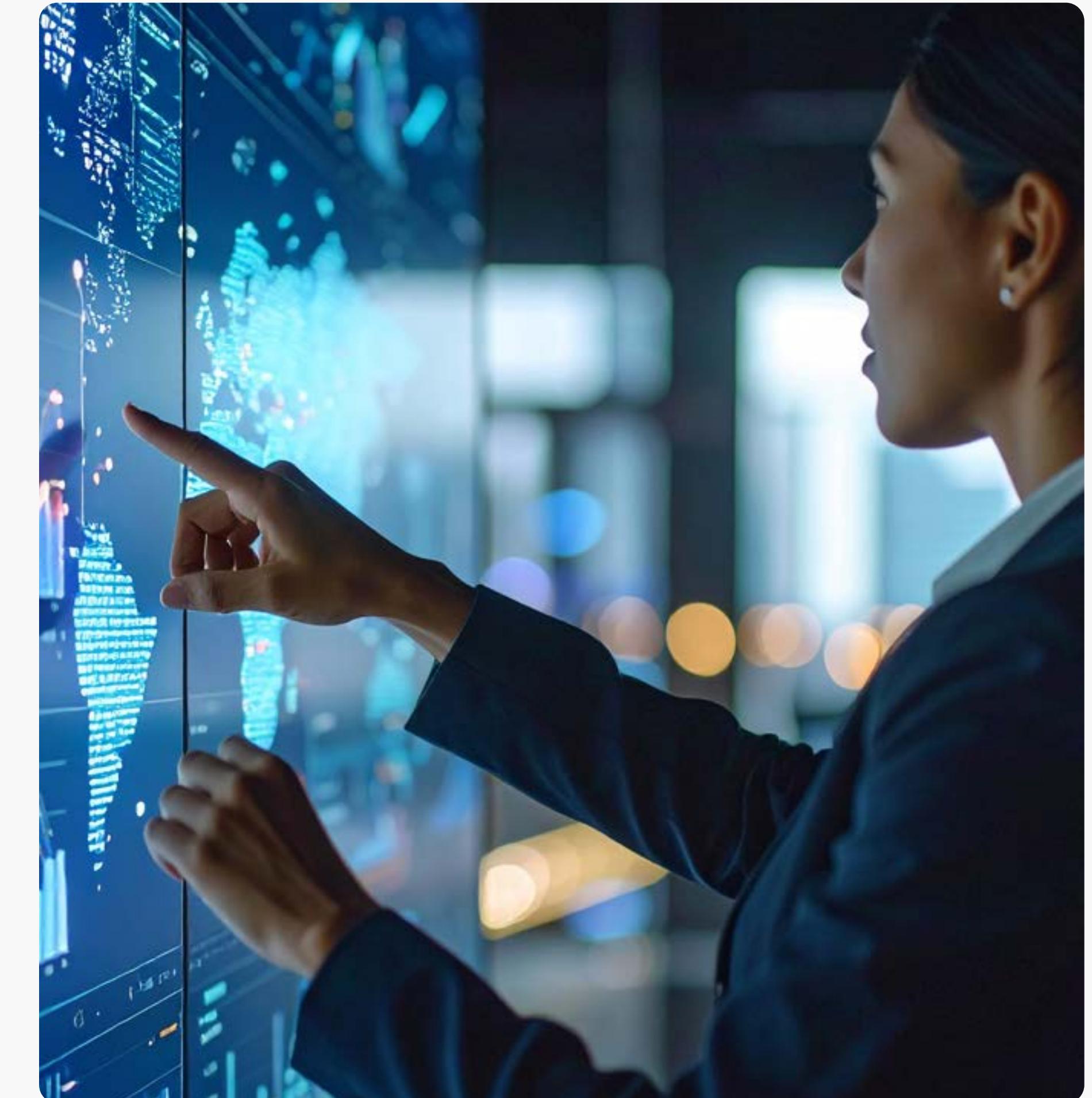
118 countries represented

25M+ healthcare professionals

6M healthcare organizations

310+ HCP specialties

Up to 1,000 attributes



# Real world impact with OneKey

A simple overview of the capabilities of using OneKey database for engaging with your HCP audience.

### Trusted data source

- Identify HCPs (25M HCPs)
- Identify the most relevant specialists
- Understand their prescribing behavior



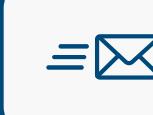
#### OneKey ID

- 15M Scientific and 1.2M HCP Digital Profiles matched with OneKey id

 605K LinkedIn	 400K YouTube	 60K Facebook & Instagram
 677K Twitter	 80K Orchid ID	

### Omnichannel planning and tone development

- Define the right channels and messaging tone for your target audience

 Email	 Postal mail
 Social media	 Medical banner
 Contact center	 Smart mail

- Access to Global websites, social media, podcast and videos for daily observation

 732K Global/Local websites	 9,3M News and Blogs
 51M Publications (beyond PubMed)	 35,7M PubMed publications

### Marketing activation and KPI generation

- Tailor your outreach with precision
- Stay compliant with healthcare regulations



#### Client CRM

- Instant access to OK information
- GDPR opt-out process management

 Manage HCP consents	 Share of voice post campaign
 HCP brand perception analysis	

# OneKey Global Marketing Services



## Your strategic partner



As healthcare professionals seek more relevant, insightful data, companies are looking for global partners that can engage effectively and build lasting relationships.

IQVIA's OneKey Global Marketing Services helps life sciences organizations connect meaningfully with HCPs through precision engagement. Leveraging OneKey — the world's largest HCP reference database — the team delivers personalized, multi-country omnichannel campaigns, from promotional and educational outreach to consent-driven communications. Their expertise ensures optimized touchpoints across digital and traditional channels, so every message reaches the right audience at the right time.

## Global strategy, local execution



OneKey Global Marketing Services can track and analyze data from more than 25M HCPs, providing these insights on a personalized level and guarantee every message reaches the right audience, through the right channel, at the right time. Whether it's boosting brand visibility, driving webinar attendance, or managing risk communications, the team's value lies in transforming complex healthcare narratives into impactful, compliant, and measurable interactions.

With global scalability capacity, the team can set up multicounty deals with local precision, ensuring regularly compliance. With the combination of unmatched global data assets, deep expertise in regulated environments and scalable solutions for any market, we ensure success commercial outcomes for your clients.

# OneKey Global Marketing Services



## Unique Differentiators for pharma teams



-  **Integrated technology and analytics to support campaign activation along the customer journey**
-  **Proven expertise in regulated environments backed by data privacy management expertise since 1996**
-  **Scalable, modular solutions for any market or need**
-  **End-to-end support from strategy to execution, with global consistency and local flexibility**
-  **Ability to work with client-owned or third-party data if needed**

# Three pillars of engagement

Areas where we can support from OneKey Global Marketing Services

1

## **HCP patient and consumer communications**

Tailored, multi-country omnichannel campaigns using OneKey data insights on HCP/HCO attributes, preferences and behaviors to effectively engage HCPs and consumers.

2

## **Consent gathering**

GDPR-compliant data enrichment with HCP-consented emails and mobile numbers for remote engagement, adhering to channel permissions and local regulations.

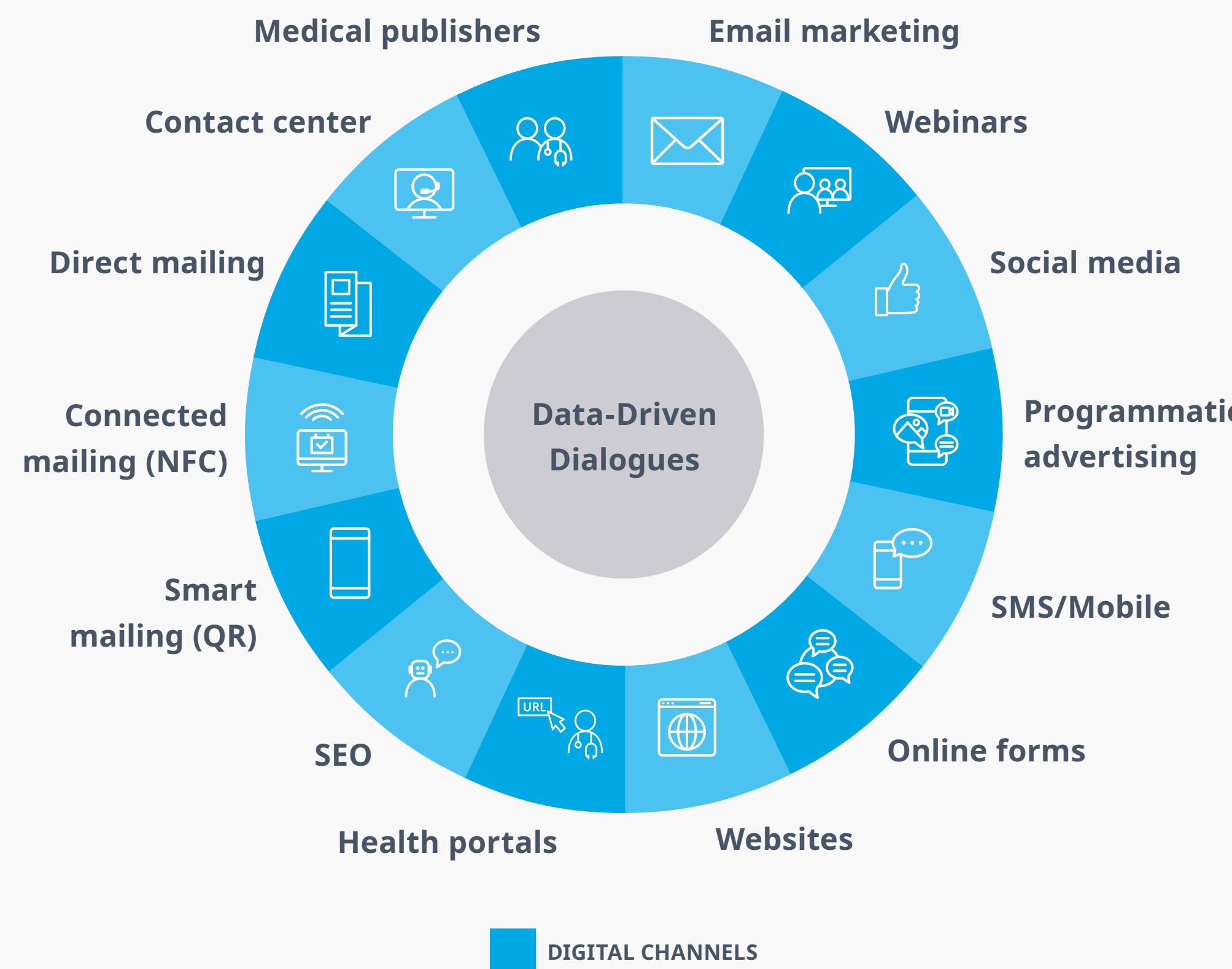
3

## **Risk minimization measures**

Centralized dissemination of risk management actions using OneKey data, adhering to local requirements, and communicating adverse events through educational materials and direct outreach to HCPs/HCOs.

# HCP patient and consumer communications

## Omnichannel strategy and execution



### How can we support?

Strong brands must maintain the quality of their products, meet market demands and fulfill patient expectations. When launching a new product feature or therapeutic advancement, brands need to effectively reach and communicate with their audience.

IQVIA's expert Global Marketing Services team can help you optimize HCP engagement through tailored multi-country omnichannel campaigns. OneKey's rich HCP and HCO insights — focusing on attributes, preferences and behaviors — empower targeted engagement with precision. This service empowers life sciences companies to deliver the right content at the right time, yielding a personalized, data-driven experience that drives measurable impact.

### How to target the audience

The OneKey Global Marketing Services team applies an omnichannel strategy to support your communication objectives, activating a variety of channels to reach your audience. From traditional to digital platforms, the team offers channel options based on historical performance, country-level insights, and brand sentiment.

# HCP patient and consumer communications

## Segmentation and performance tracking

 Click on the green components to learn more.

# HCP patient and consumer communications

## Case study: Driving brand visibility and engagement

**Facing significant pressure to find the “aha” moment, a company needs a partner who can uncover deeper insights and build a memorable promotional campaign to gain audience attention.**



### SITUATION

The client aimed to boost brand share of voice through a digitally driven, customized engagement journey. The objective was to connect with HCPs across multiple European countries — specifically within four specialties not actively reached through face-to-face channels.

To achieve this, the client sought to **launch a centralized, HQ-led promotional campaign** leveraging digital touchpoints such as email, social media and programmatic advertising. A key priority was to optimize commercial resources while ensuring the collection of privacy consents in select countries to enable compliant, ongoing digital communication.



### SOLUTION

IQVIA defined the targets and segmented the HCPs into relevant personas **using OneKey Accelerated Insights**. A digitally optimized multichannel journey was designed and executed centrally, incorporating email, social media outreach, and programmatic advertising to maximize reach and relevance. Key components included precise extraction of HCP data aligned with campaign goals; cohort-based targeting to tailor messaging and channel mix; unified cross-country execution with standardized performance metrics.

Seamless consent collection is integrated into the digital journey (powered by IQVIA HealthCare Authenticator) to ensure compliance and enable future engagement.



### RESULT

More than 44,000 HCPs reached through a fully digital, multichannel approach ensuring broad visibility and engagement across all targeted specialties. **More than 40% email open rate**, reflecting strong message relevance and targeting. More than 15,000 verified email addresses collected for future follow-up and engagement.

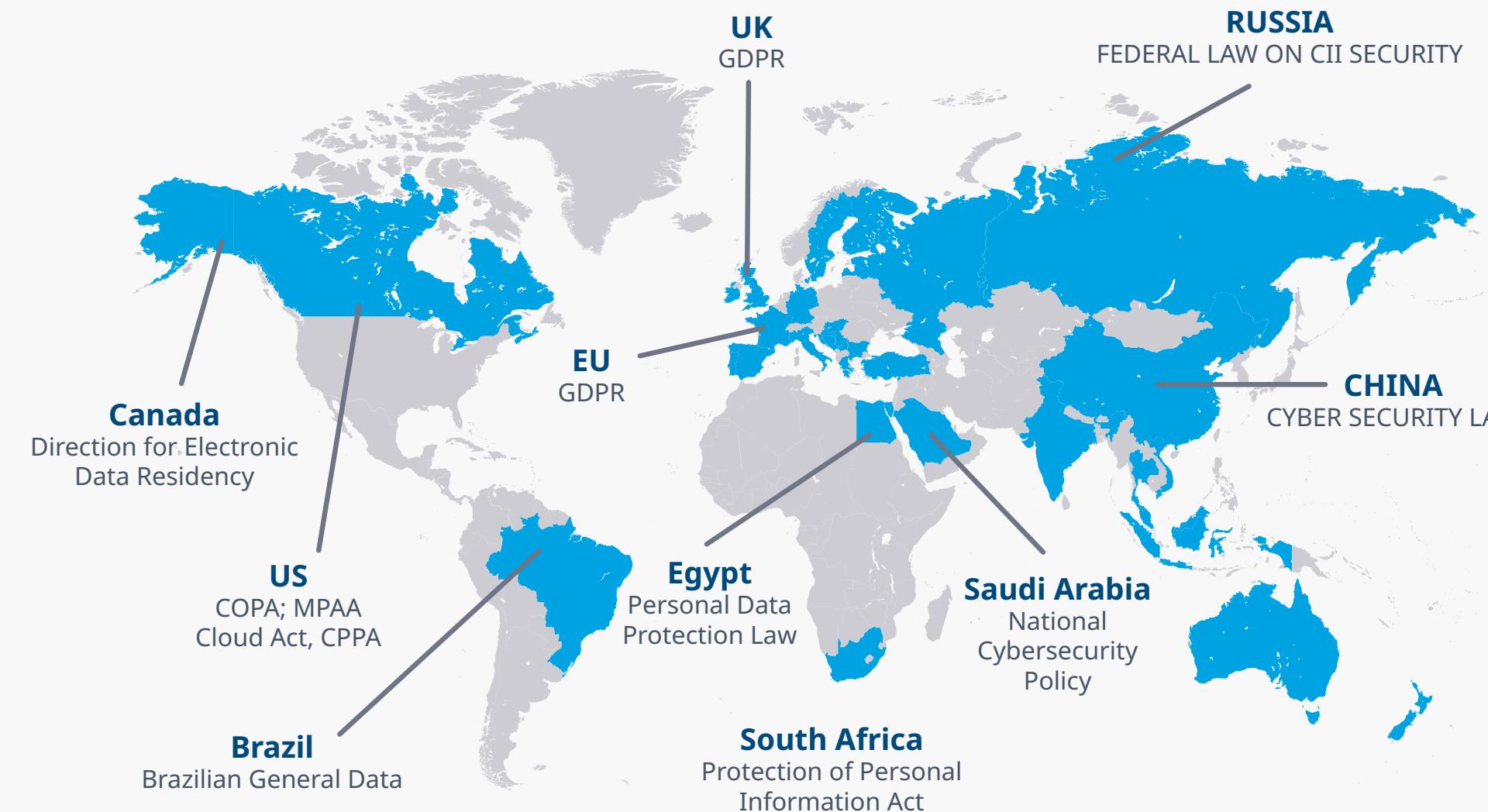
Consistent execution and reporting across all countries, enabling unified performance tracking. Strengthened relationships with key stakeholders, leading to increased interest from the client's other brand teams to replicate the model for their own initiatives.

This initiative not only delivered measurable results but also established a scalable digital engagement framework for future campaigns.

# Consent gathering

## Compliant opt-in strategies across geographies

### Examples of data protection regulations around the world



#### Steps to support your campaign:

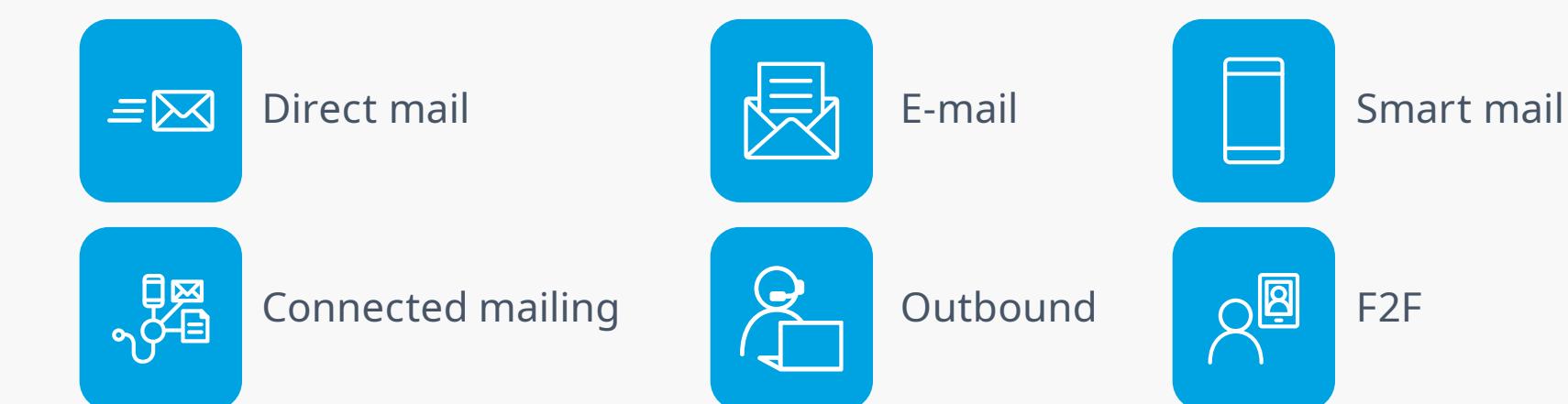
- Centralized multicity tailor-made campaigns
- Know-how on local regulations and best practices
- Available infrastructure around the world, including trained pharma specialists, native speakers and smart calling technology
- Best-in-class results in GDPR zone
- Fully compliant processes and data usage
- Single source of truth and single point of contact
- Harmonized data collection and reporting

#### How can we support?

With global data privacy laws tightening (e.g., GDPR), companies must obtain explicit consent before engaging HCPs via email or digital channels. OneKey Global Marketing Services helps life sciences companies to collect and manage email, mobile communication consents from healthcare professionals across multiple countries with a unique single point of contact who can centralize everything. This enables clients to build a marketable universe of HCPs who have opted in to receive communication, opening the door to future campaigns, medical education, trial recruitment and product awareness. With access to 250 attributes per HCP profile, companies can tailor messaging to individual preferences, increasing relevance and engagement.

#### How to target the audience

The OneKey Global Marketing Services team identifies channels that support the offering strategy:



# Consent gathering

Infrastructure, methodology and regulatory expertise

 Click on the green components to learn more.

# Consent gathering

## Case study: Building a marketable HCP universe

**A company evaluates a strategy to maximize HCP consents collections and initiate a digital marketing communication.**



### SITUATION

The client needed to rapidly obtain consent from a large pool of targeted HCPs to enable continued promotional engagement through alternative digital channels, replacing traditional Field Force interactions. The initiative covered **89,000 HCPs across 10 countries**, requiring a fast, compliant and scalable solution to maintain momentum in their communication strategy.



### SOLUTION

By leveraging OneKey customer data, IQVIA proposed a comprehensive, **end-to-end solution** that combined centralized project management with expert consulting to support the compliant collection of privacy consents from targeted HCPs.

#### Key elements of the approach included:

- Identifying and qualifying the relevant HCPs
- Aligning on strategy, procedures and methodologies to ensure consistency
- Crafting compelling value propositions to drive high conversion rates
- Designing country-specific engagement journeys using localized OneKey HCP data
- Delivering captured consents back to the client via flat files or through IQVIA Consent



### RESULT

The project successfully captured **28,000 opt-ins** from targeted HCPs, enabling the client to activate compliant digital engagement at scale.

**With a 39% conversion rate**, the initiative significantly outperformed the EU benchmark of 18%, demonstrating the strength of the targeting strategy, the relevance of the offer, and the efficiency of the execution model. This outcome not only ensured immediate business continuity but also validated the effectiveness of centralized consent collection, provided a repeatable framework for future campaigns, and strengthened data-driven engagement capabilities across 10 countries.

# Risk minimization measures

## Dissemination of safety and regulatory communications

### How can we support?

The most common risk minimization measure is to provide educational materials about specific risks to healthcare professionals who intend to prescribe or dispense the drug that the patient is taking. OneKey Global Marketing Services activates those communications to HCPs through dissemination activities in compliance with European Medical Agency (EMA), U.S. Food and Drug Administration (FDA) and local authorities.

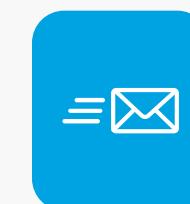
This service includes dissemination of DHPC (Direct Healthcare Professional Communications, also known as "Dear Doctor" letters), regulatory compliance and audit support. IQVIA informs HCPs on specific safety requirements, protect companies from risk, image damage and enables them to stay focused on their daily activities.

#### Steps to support regulatory compliance:

- Evidence and documentation of:
  - » Certificate of shipment
  - » Delivery proof (receipt) — if applicable
  - » HCP data list file
  - » Postal and email report
- Managing updates in HCP contact information
  - » Returned mail researched and re-mailed where new address found
  - » Addresses can be stored by IQVIA or sent back to the client
- Monitoring national certification authority requirements to keep processes compliant

### How to target the audience

The OneKey Global Marketing Services team identifies channels that support the strategy:



Direct mail



E-mail



Smart mail

#### Steps to support quality requirements:

- SOPs
- Corrective and preventive action management
- Training records for:
  - » Information Security
  - » Adverse Event Reporting
  - » ISO 9001 Quality
  - » ISO 27001 Information Sec. ISO
  - » 14001 Environmental

## Risk minimization measures

### Audit-ready processes and global delivery

 Click on the green components to learn more.

# Risk minimization measures

## Case study: Reaching 600K+ HCPs with 98% delivery success

**For a less mature product, a company seeks a partner to streamline the communication process and inform HCPs about potential side effects.**



### SITUATION

Following EMA's directive, the client was tasked with reaching HCPs across **19 countries to communicate important information regarding additional risk minimization measures** (aRMM) tied to one of their products. To meet this requirement, the client sought a streamlined, end-to-end solution capable of managing the entire process — from identifying the right audience and securing regulatory approvals, to producing, distributing and delivering tailored communication packages via email and physical mail across multiple regions.



### SOLUTION

Usage of OneKey core data to accurately identify and validate the most relevant HCPs for outreach, ensuring precise targeting across all 19 countries. A centralized logistics approach was implemented, coordinating printing, packaging, and international shipping. **Each country followed a tailored execution plan**, accommodating specific reporting and tracking requirements. To ensure consistency and efficiency, we established lean operational processes and clear KPIs, while aligning content between the client's local business units and the global medical safety team.



### RESULT

A total of 628,130 HCPs were successfully reached: **539,835 through direct mailing and 88,295 via email**. The campaign achieved an impressive 98% delivery success rate, thanks to the precision of OneKey. By consolidating services under a centralized model, the client realized a **27% cost reduction**, eliminating the inefficiencies of managing multiple vendors. Standardized reporting and performance metrics were applied across all business units, providing a unified view of results and enhancing transparency for stakeholders across geographies. The rate of undelivered communications was negligible, underscoring the effectiveness of the targeting strategy and data accuracy.



Collaborate with IQVIA to develop omnichannel touchpoints for your brand and uncover HCP preferences and attributes.

**IQVIA OneKey Global Marketing Services is your trusted local and global partner for all engagement solutions.**

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