

OneKey Accelerated Insights: Mapping HCP Analysis in Dermatology

Executive Summary

To assess commercial potential in the UK private dermatology market, our client commissioned a detailed analysis and mapping of the dermatology HCP stakeholder landscape—covering three key indications across both NHS and private sectors

IQVIA's Approach



Utilising a number of IQVIA datasets including OneKey Accelerated Insights (OKAI) and prescribing data to identify key opinion leaders (KOLs) and digital opinion leaders (DOLs) across the three targeted indications within Dermatology.

IQVIA's Solution



IQVIA partnered with the client on three focused reviews:

- Using OKAI keyword-based HCP identification
- Analysing prescribing data to identify NHS and Private sectors
- Findings were presented to the client via Excel and PowerPoint and our dedicated team worked to ensure they client understood and used the data in the most effective way.

Results and Impact

Over **100 HCPs** were identified for each indication, creating a change to overall field force team, and HCP target list. Based on the outputs, IQVIA were able to provide a consolidated reports in the 3 dermatology indications enabling a clearer understanding of NHS vs private markets and the key centres responsible for treatments.

Key Benefits



Identification of KOL/DOL target audience for 3 indications.



Understanding of Key Treatment areas



Understanding the definitions used to identify patients and pathways



Clarity on volumes and clinical activity including through public and private channels.