

Understanding HCP Engagement Powered by OneKey Syndicated Activity

Executive Summary

To support product launch planning, the client sought to validate their existing HCP Target List by identifying key stakeholders in Gastroenterology.

Focusing especially on those HCPs with an active engagement across competitor brands.

OneKey's Approach



Leveraging OneKey's Syndicated Activity dataset, IQVIA proposed conducting Pressure Profile analyses across various HCP types within Gastroenterology. With an objective to identify, at an individual level, who were engaging with competitor companies and by which channels and also identify HCPs that were likely to provide email consent.

OneKey's Solution



IQVIA carried out a thorough analysis of Pressure Profiles across all channels to pinpoint the most influential profiles for distinct segments within the client's new therapy areas.

By incorporating the client's activity data, IQVIA mapped competitive presence, highlighting individual HCPs of both high and low competitor engagement. OneKey's Syndicated Activity dataset was also used to identify HCPs who are likely to provide email consent.

Results and Impact

This data-driven analytical approach provided a clear view of strategic opportunities to enhance HCP engagement, ultimately leading to a **30% revision** of the field sales team's overall HCP target list.

After the first month post implementation of the change of targets, the client identified a larger % increase in reported sales of own products.

The client received two lists of HCPs who potentially would give their email consent – the first for Head Office led campaigns and the other for a Field Rep driven email consent gathering project.



Key Benefits



Detailed HCP pressure profiles provided individual level accessibility profiles based on real reported activity data

The analysis provided a data-driven and evidence-based approach to validating existing target list in new therapy area.