

Reach The Right HCPs. Grow Sales.

IQVIA combines HCP data, optimal channel engagement and sales insight to help brands reach the right HCPs and grow sales.

Why IQVIA — OneKey® HCP data + Sales insight + Channels + sales impact

ONEKEY® HCP DATA + SALES INSIGHT

We can name every HCP

Proprietary **OneKey®** + prescribing data pinpoint the **individual clinician**, their reachable channel and consent status — so spend reaches the **right doctor, not a lookalike segment**.

CHANNELS + SALES IMPACT

One accountable partner, end to end

Strategy, content, compliant activation and **measuring commercial impact** under **one accountable team** — no hand-offs, no data leakage, faster time to value.

From precise HCP targeting to sales impact

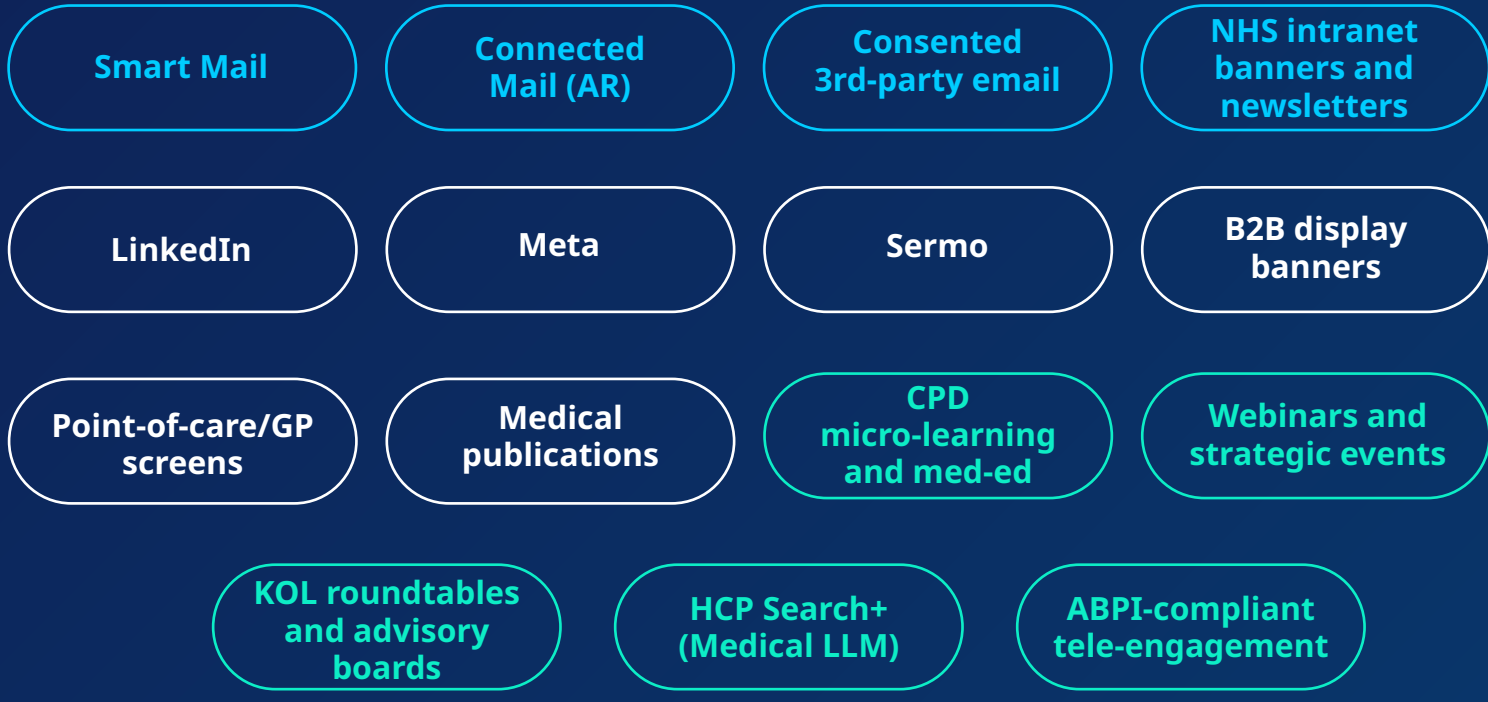
One accountable partner connecting insight, strategy, content, activation and measurement



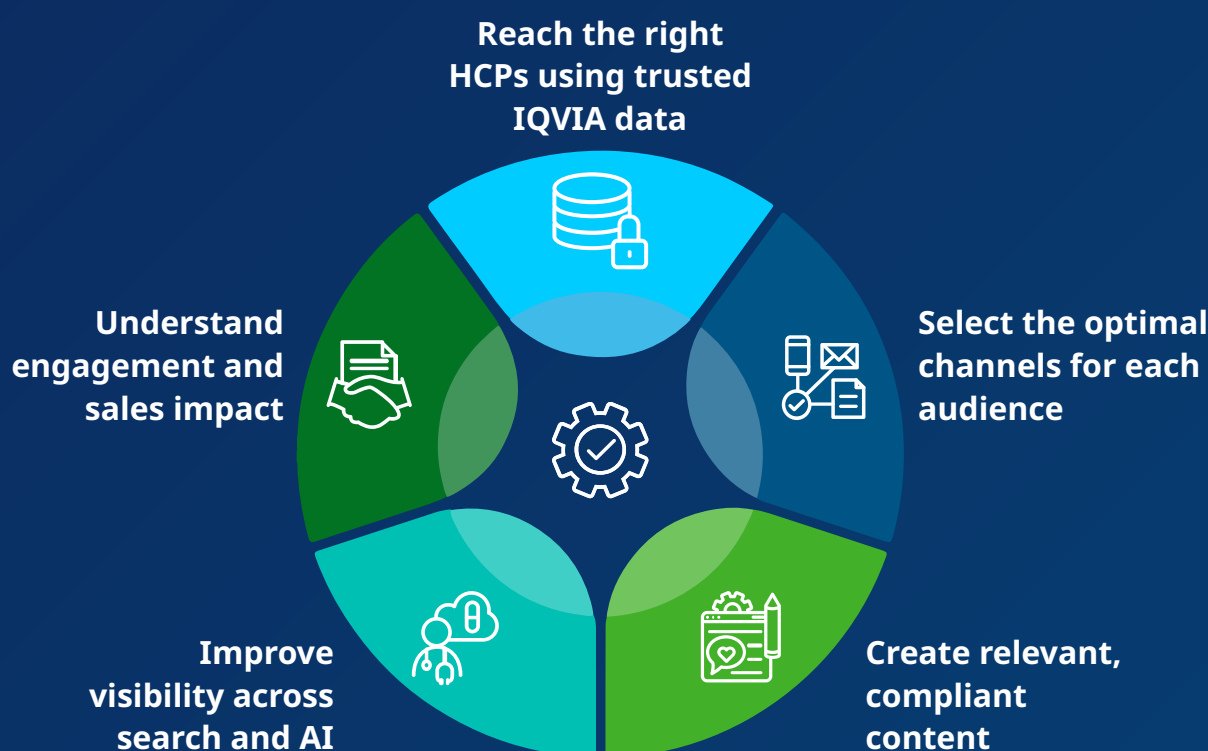
Identify → Engage → Measure → Grow
One end-to-end approach — Understand what drives results

Compliant channel ecosystem

Right HCP, right channel, right time



HCP insights, compliant content and technology work together to deliver the right information through the right channel at the right time.



What it delivers for you — sales impact, not clicks

UK rare disease launch, from zero sales | Every figure reads against IQVIA subnational sales data

£1.9M

monthly brand sales by month 20

47.6%

share of market by month 20 — of a market that itself grew to £4.0M

+2.3pts

Market share continued to increase after the campaign ended

SHARE CLIMB

launch → 47.6%
dashes = campaign end

Anonymised UK case study; 1,441 HCP visits in the same campaign. Source: IQVIA HPA subnational data; sales value at list price from subnational share (market = two in-class branded therapies).

The data behind it — OneKey®
OneKey®: One trusted HCP profile across every channel

25M Healthcare professionals

6M Healthcare organisations

118 Countries covered

2M Omnichannel profiles

Compliance-first by design

Built to the highest UK standards from day one — documented governance, auditability and data-protection safeguards.

ABPI Code

UK GDPR

ISO 9001 · Quality

ISO/IEC 27001 · Security

Veeva MLR routing

Consent and preference mgmt

One data-driven partner, end to end. IQVIA connects HCP data, strategy, content and optimal channel engagement to help brands grow sales.

Contact us
IQVIA Direct Medical Engagement (DME)
Let's identify how DME can help grow your brand.
DMESalesUK@iqvia.com
[Iqvia.com](https://iqvia.com)