



OneKey — Product Definition

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1. Product overview

Product name: OneKey

Description: OneKey is IQVIA's global reference system for maintaining accurate, current information on **Healthcare Professionals (HCPs)** and **Healthcare Organizations (HCOs)**. In the United States, OneKey serves as the foundational reference asset for IQVIA's patient services and information products, supporting regulatory, commercial, and operational use cases. OneKey provides a standardized, continuously updated source of truth that enables reliable connectivity, targeting, and compliance across IQVIA offerings and client systems.

Target audience: Pharmaceutical manufacturers (established, generic, and emerging), medtech companies, payers, government entities, consulting organizations, academia and research institutions, financial companies, pharmacies, hospitals, wholesalers, media and advertising firms, technology companies, and non-profit organizations.firms, consultants, academia, and other healthcare stakeholders.



2. Methodology

Design purpose

OneKey is designed to provide a **unified, validated view of the healthcare ecosystem** by integrating and continuously verifying data on HCPs and HCOs. As a reference system, OneKey supports standardized identification, affiliation mapping, and compliance across commercial, regulatory, and operational workflows.

Sample and universe

OneKey maintains a comprehensive universe of HCPs and HCOs that clients can segment and refine using configurable filters, including specialty, subspecialty, geography, class of trade, employment status, IDN affiliation, and licensing attributes. Clients may define custom universes aligned to therapeutic focus or operational needs.

Projection methodology

Not applicable. OneKey is a **reference dataset** and does not apply statistical projection.

Challenges and limitations

- Telehealth location tracking is evolving and continues to be enhanced.
- Some HCOs may not have associated HCP affiliations.
- State License Numbers (SLNs) and Tax IDs are not available for all classes of trade.
- Limited availability of NPI for certain organization types may affect linkage across systems.

3. Production

Production cycle

OneKey delivers **daily updates** as the standard cadence, with flexible delivery options including weekly, monthly, or quarterly based on client configuration.

Dependencies

OneKey integrates data from trusted professional and organizational reference sources, including but not limited to:

- AMA, DEA, NPI, CMS, state licensing boards
- IQVIA claims and prescription assets
- Primary research and web validation
- Industry identifiers (e.g., NCPDP, HIN, GLN)

Cycle times

Updates are processed continuously, with automated and manual validation applied to ensure accuracy and consistency across the ecosystem.

Data requirements

Healthcare professional and healthcare organization demographic, licensing, affiliation, and identifier data.

Contingency plans

If critical source data is delayed, established fallback rules leverage prior validated data to maintain continuity until updates are received.

4. Challenges and limitations

- OneKey cannot guarantee 100% completeness due to the dynamic nature of healthcare data and source variability.
- Validation Request (VR) throughput and availability vary by subscription tier.
- Certain organizational identifiers (e.g., Tax ID, NPI) may be incomplete for specific segments.
- Address ranking and affiliation synchronization may fluctuate as reference data is refreshed.

5. Technology and service

Delivery platforms

OneKey is available through multiple delivery methods, including APIs, relational tables, flat files, Data-as-a-Service (DaaS), cloud storage (e.g., Amazon S3), and integrations with client systems and IQVIA platforms (e.g., CRM and analytics environments).

Enabling features

OneKey supports seamless linkage across IQVIA patient, sales, and analytics products, enabling enriched insights and consistent identification across workflows.

6. Commercial

Product offerings

Full universe subscriptions, partial subsets, and ad-hoc packages are available.

Pricing (summary)

Pricing is influenced by client segment, data layout, delivery frequency, number of records, attributes selected, implementation requirements, and ongoing maintenance.

Integration

OneKey serves as the reference foundation for IQVIA information products (Rx, Dx, Px, Tx, and patient assets), supporting consistent identification of providers, organizations, and affiliations.

7. Data sources and collection

Data sources

OneKey aggregates data from authoritative professional and organizational reference sources, IQVIA transactional assets, government datasets, and primary research.

Data collection frequency

Data are collected and validated **daily**, with continuous updates applied across the reference ecosystem.

8. Data specifications

Critical data elements

- Identity and contact information
- Professional attributes (specialty, degree, education, workload indicators)
- Employment and role indicators
- HCP–HCO affiliations and hierarchy mapping
- Licensing and compliance identifiers (DEA, NPI, SLN, NCPDP, GLN, HIN)
- Organizational attributes (class of trade, facility characteristics)
- Address intelligence and ranking
- OneKey unique identifiers

Data update frequency

Data is updated daily, weekly, monthly, or quarterly, depending on delivery configuration.

Data inclusions/eligibility

OneKey includes validated data for healthcare professionals and organizations as standard, with attributes subject to availability by source and class of trade.

9. Metrics and measures

Standard metrics

Coverage metrics include approximately **11.8M HCPs**, **764K HCOs**, and **6.6M HCP–HCO affiliations** in the U.S. (as of October 2025).

Delivery metrics

Daily, weekly, monthly, or quarterly delivery options are supported.

10. Reference information

Reference assets

OneKey leverages IQVIA reference files, including:

- Provider and Organization data sourced from OneKey
- Plan and payer reference databases
- Product and identifier reference tables
- Patient and geographic reference dimensions

11. Handling data issues

Validation Requests (VRs)

Clients may submit VRs to request investigation, correction, or addition of records. VR handling, turnaround times, and allotments vary by contract.

Data validation

Updates are processed through ISO 9001-certified workflows, combining automated checks, primary research, and client input.



12. Summary of features

- Comprehensive, validated HCP and HCO reference data
- Continuous daily updates
- Robust affiliation and hierarchy mapping
- Licensing and compliance ready identifiers
- Flexible delivery via APIs, files, and platforms
- Integration across IQVIA information products and client systems

13. FAQ (standardized)

Is OneKey projected?

No. OneKey is a reference dataset and does not apply projection.

How often is OneKey updated?

Updates are applied daily, with configurable delivery cadences.

Can clients customize their OneKey universe?

Yes. Clients may apply segmentation and filtering based on attributes such as specialty, geography, and affiliation.

Does OneKey support compliance use cases?

Yes. OneKey includes validated licensing and identifier data used in regulatory and compliance workflows.

How are data issues corrected?

Through Validation Requests processed via standardized workflows.



14. Glossary (selected)

- **HCP:** Healthcare Professional
- **HCO:** Healthcare Organization
- **NPI:** National Provider Identifier
- **SLN:** State License Number
- **IDN:** Integrated Delivery Network
- **VR:** Validation Request
- **DaaS:** Data as a Service

15. Data investigations and governance

OneKey follows IQVIA governance standards for data quality and compliance, including:

- ISO 9001 certified validation processes
- Controlled supplier and client data access
- Defined escalation and investigation workflows
- Ongoing monitoring and communication of material data issues

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