IQVIA

Unlocking Insights for Your Targeted Audience

To enhance your business success in the digital age, you need more than just physician, organization, and affiliation data; you also need to define your digital brand and develop a targeted online audience database. OneKey offers powerful digital intelligence to help with precise targeting, brand awareness, and actionable insights, allowing you to efficiently meet your critical success points. With an integrated digital approach, OneKey provides advanced solutions that improve customer engagement, expand brand loyalty, and make it easier for you to grow your business in the digital landscape.

In-depth profiling and networking: Build out comprehensive profiles for your targets to improve resource allocation and planning

OneKey enables efficient engagement

- OneKey Best Address
- OneKey Best Affiliation
- Employment flag
- OneKey Sample Eligibility
- Workload split

- HCPs
- HCOs
- HCO affiliations
- Email addresses
- Digital IDs
- Key decision makers

OneKey summary

Improve customer engagement and brand loyalty
(Accurate provider reference data, integrated)

PROVIDER INSIGHT
Better understand corporate and HCP provider performance and opportunity.

OMNICHANNEL
Deliver brand messages in any channel.

99% Instant access and download the right HCP/HCO in seconds through OneKey's Certified APIs.

THOUGHT LEADERS
Identify brand and therapeutic influencers and their networks.

ADVANCED TARGETING
Use IQVIA's leading Rx claims and patient data to pinpoint physicians.

SCALE
Across geographies and channels to reach the right audience.

EXCEPTIONAL COVERAGE

| **11.1M** HCPs | **751K** HCOs | **22.3K** Corp parents | **6M+** Affiliations |

Insights

The right data for the greatest engagement strategies

Leverage thousands of data attributes and millions of P2B and B2B affiliations to deliver tremendous value to your engagement strategies.

HIGHLIGHTS

- When you have access to the most up-to-date digital data, including address, affiliation, employed physician flag, workload split indicator, sales representative access, and site of care and delivery, your digital brand messaging will hit the right targets the first time.

- Reach the most influential stakeholders through new HCP digital profiles and thought leader networks, enhancing your digital engagement strategies.

- Easily integrate and manage digital data with other IQVIA assets such as Xponent, DDD, Channel and Specialty Data, Claims, and other Real World Data for a seamless digital experience.

Reliable

Improve engagement effectiveness through global standards

Rely on the highest quality data to improve engagement effectiveness and impact.

HIGHLIGHTS

- Receive the highest quality digital data when partnering with OneKey. Our data adheres to ISO 9000 quality standards and boasts an Alliance for Audited Media (AAM) deliverability rating of over 99%.

- Boost your digital sales and commercial effectiveness with real-time access to search and download through the OneKey Ecosystem.

- Enhance your sales representatives' efficiency with instant access to accurate digital data at the touch of a button.

Accuracy

Continuously updated data provides effective client interactions

Drive efficient customer interactions with access to a database of over 11.1M HCPs which is proactively updated to ensure relevancy and consistently grows to offer more relevant data points.

HIGHLIGHTS

- Healthcare is evolving rapidly with data changing daily. You need to be sure your audience information is up to date and reflects today's landscape.

- OneKey updates over 3.1M U.S. records per year through primary research, along with millions of records updated through trusted sources, to ensure the most accurate and complete data.

- We provide robust data analysis and collection methodologies and 90% of data resolution requests are resolved in a business day.

Network

Drive your interaction strategies with coverage of the largest providers

Drive essential customer activities and target the right audience with the most accurate IDN information.

HIGHLIGHTS

- You will drive greater efficiency and customer engagement when you partner with OneKey's provider networks.

- We consciously expand our data points and now report an HCP's employment status, best affiliation, opt-in e-mails, Ohio TDDD, and 340B information.

- The OneKey organizational hierarchy can easily pinpoint large providers and performance metrics from other IQVIA products such as Xponent and DDD can be included to add additional value.

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