

OneKey Professional-to-Business Affiliations — Workload Split Tracking

Measurement of professional's claims by organization

Today's challenges

It's common for healthcare providers (HCPs) to practice at numerous locations. Identifying all of these locations and the effort they spend at each can give a 360-degree view of where they practice, providing critical value to your sales and marketing teams. The medical claims submitted by HCPs contain billing provider information and are captured within OneKey's workload split tracking data. By gathering workload split data, sales and marketing teams can properly target the right HCPs and, therefore, the right patients for your therapies.

The right solution: Workload split data

OneKey's workload split data creates a precise, recent, tiered estimate of where target HCPs practice using actual medical claims written by them at the facilities where they are affiliate. This is a foundational component of strategies to accelerate drug portfolio growth and has multiple use cases including precision targeting, 340B eligibility, and sales incentive compensation.

IQVIA creates workload splits using a four-step process



Identify physician universe

- Identify physicians writing self-administered drugs or delivering physician-administered products.
- Provides workload split for affiliations to organizations where they practice.

Gather medical claims

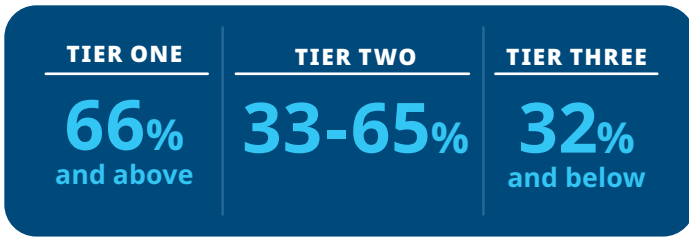
- CMS Standard Analytical File (SAF): Medicare Part B.
- IQVIA all-payer claims.
- Merged and deduped.

Calculate workload split values

- Quarterly updates.
- Claims expressed as a percent of care.

Enhance for 340B

- Provides 340B indicator to determine eligibility.
- Site location's percentage of HCP's workload split by tiers.



OneKey affiliation data with the addition of workload split data

Workload split is based on a combination of claims from commercial and government payers. It encompasses all available medical claims and is used to enhance OneKey's professional-to-business affiliations data with the providers' workload split tiers. The tiers seen in OneKey workload split are formulated using one billion medical claims per year.

Related offerings:

- MDMA Medical claims
- Workload split custom offerings
- RX Claims
- DDD

Why IQVIA

As healthcare's vital partner with more than 60 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and our connected intelligence framework to data stewardship capabilities.

With easy access to business-relevant information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time.

Only IQVIA offers proven, transparent data supported by a vast network of best-in-class partners with the information footprint that is expected and depended upon by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence™](#).