

# Infinite Dimension Profiler

*A self-service, integrated data platform solution for faster, better insights and superior HCP targeting*

Life sciences companies, medical affairs teams, and healthcare organizations all need a 360-degree view of healthcare professionals (HCPs) to succeed in dynamic markets. Infinite Dimension Profiler enables brands and institutions to understand HCP trends and health system networks, identify HCP influencers, and inform educational content creation for more personalized HCP engagement.

## Multiple dimension attributes for a holistic view of the HCP universe

Infinite Dimension Profiler is the one solution that delivers HCP profile insights by surfacing critical attributes across IQVIA OneKey reference data and Audience Identity Manager® (AIM XR) behavioral data, as well as other trusted IQVIA and third-party data sources.

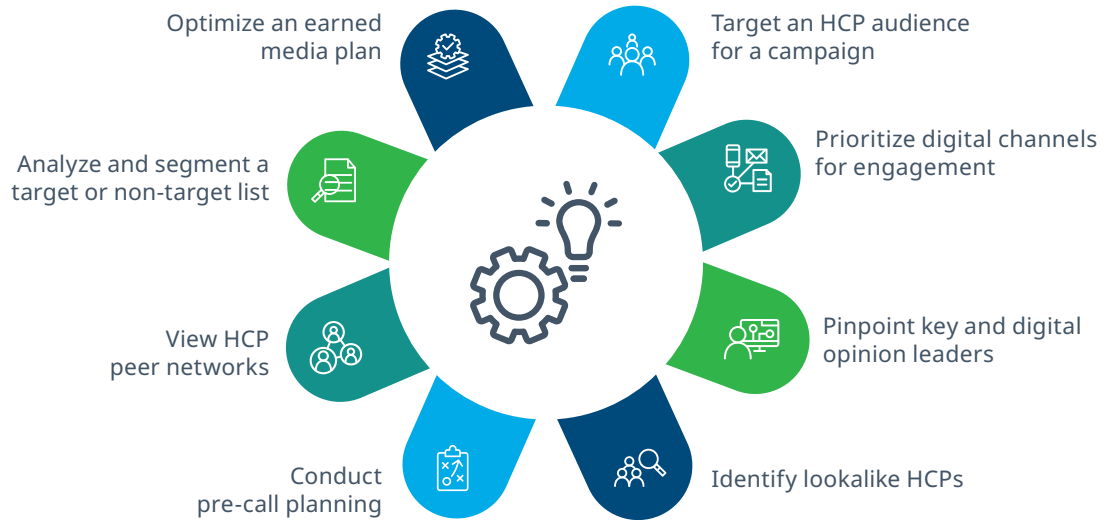
IQVIA OneKey	IQVIA data assets		3 <sup>rd</sup> party data
<b>Professional and market access</b> The medical professional persona, including all affiliated organizations and professional relationships with other HCPs and their networks.	<b>Patient</b> A high level, patient cohort analysis, including payer mix, and claim views (ICD 10/ CPT Codes).	<b>1<sup>st</sup> party sourced HCP database</b> IQVIA's database of first party sourced HCP opt-ins for robust targeting and authentications across digital domains.	<b>Payments</b> CMS open payments data on life sciences payments from organizations to HCPs.
<b>Digital</b> The social aspect of the medical professional, including verification of handles, digital activity and HCP peer networks.	<b>Clinical</b> An aggregated profile of the medical professional's total prescription and diagnosis activity compared YoY.	<b>Behavior insights</b> The aggregated insight profile of the medical professional's digital content consumption across our digital ecosystem.	<b>Consumer</b> An aggregated view of consumer audiences under the HCPs care.
<b>Scientific</b> Verification of publications, speaking events and videos, collaborations, grants, sponsorships, clinical trials, and HCP peer networks.	<b>Survey</b> Physician surveys providing reviews and patient recommendations of OTC brands and products.	<b>Influence</b> Key Opinion Leader and influencer network tracking events and attendance.	<b>Telehealth</b> CMS doctor and clinician roster indicating whether Telehealth services are offered.
	<b>Channel preferences</b> Precise breakdown of channel activity at the HCP level.	<b>Referrals</b> The network of patient referrals among healthcare providers, with aggregated referral and rendering statistics.	

**One solution to better understand HCPs and personalize engagements**

HCP behaviors on various digital channels including video and audio channels.	HCP patient populations: Demographics, payer mix, comorbidities, and social determinants of health.	HCP diagnostic, prescription, and procedure trends, and their scientific influence.	HCP specialty groups, therapeutic areas, and networks.
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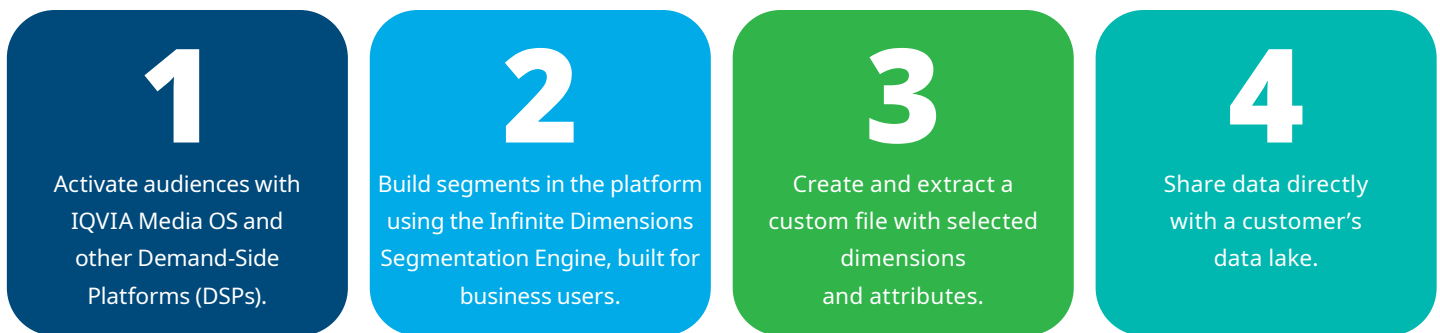
# With countless HCP engagements, the potential is infinite

Infinite Dimension Profiler empowers life sciences and healthcare marketers to build and export custom segments using any combination of over 1,500 attributes in use cases that include:



## Explore an ecosystem of verified HCPs at scale

IQVIA harmonizes and validates large volumes of ever-changing data, adds new data sources, and makes it easy to create lists of HCPs using a single interface in our profiler segmentation engine. With Infinite Dimension Profiler, customers can choose how to access these capabilities for HCP audience planning and target list creation:



### About OneKey

OneKey delivers trusted, real-time healthcare professional and organization reference data, enabling life sciences companies to power smarter, more personalized engagement. Built on a global, continuously updated data network, OneKey provides authenticated, privacy-compliant profiles, deep relationship insights, and a single source of truth across customers, affiliations, and identities. Through advanced data integration, unique identifiers, and scalable delivery models, OneKey supports accurate targeting, compliant omnichannel execution, and confident decision-making. OneKey is the foundation for connected intelligence across commercial, medical, and analytics use cases throughout the healthcare ecosystem.

Learn more at [www.iqvia.com/onekey](http://www.iqvia.com/onekey)