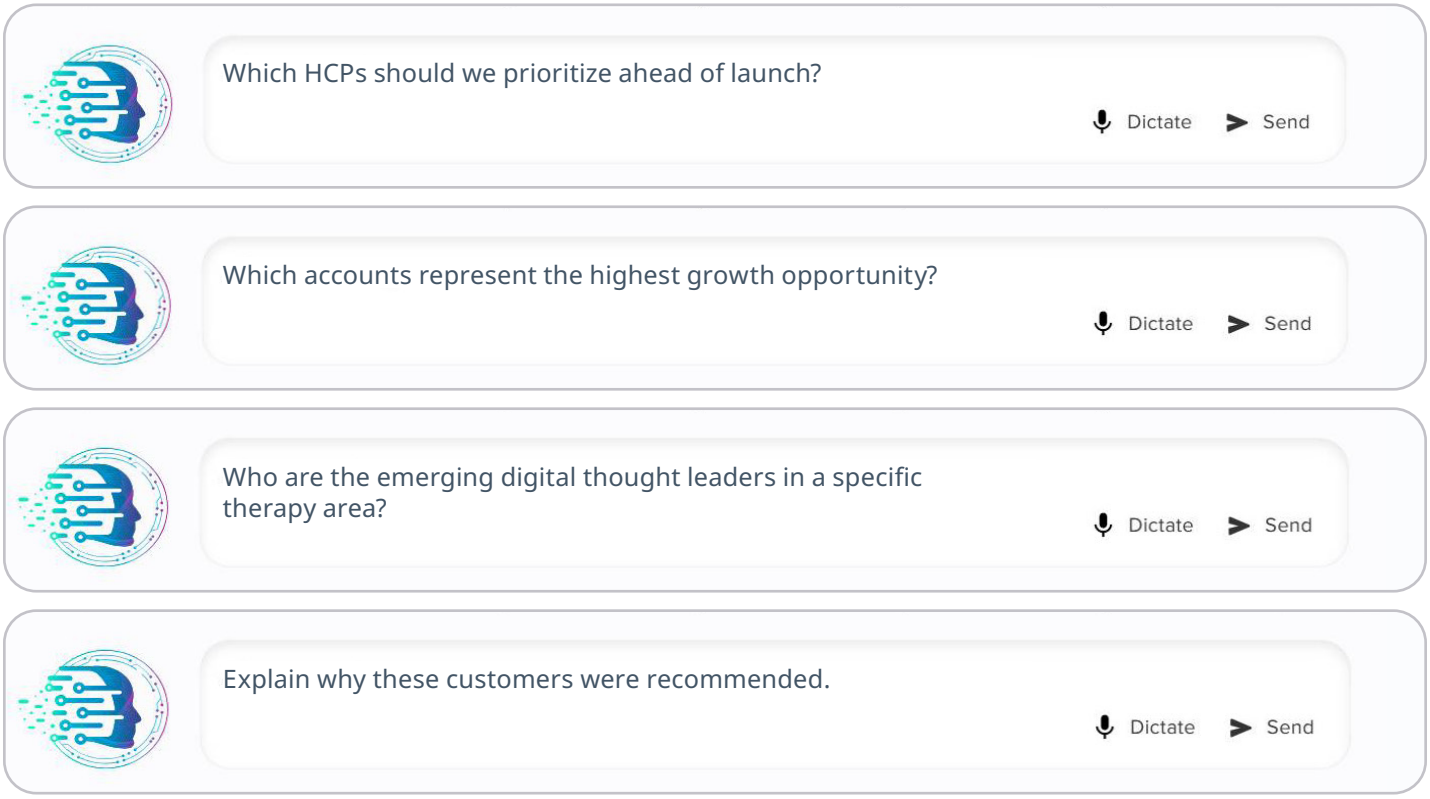
IQVIA OneKey Agents

Move from manual research to faster, more confident decisions with AI agents powered by trusted, governed, healthcare-grade OneKey intelligence.

Ask OneKey Agents intelligent questions



Turn that intelligence into measurable business impact

Reduce insight-generation costs. Lower manual research, reporting, and analytics effort.

Accelerate launches and growth decisions. Surface priority markets and opportunities sooner.

Increase return on data and AI investments. Extend the value of CRM, OneKey data, and enterprise AI initiatives.

Improve resource allocation. Direct coverage, investment, and engagement toward opportunities prioritized against defined business criteria.

The value of an agent depends on what it knows

As AI agents become standard across CRM platforms, internal systems, and vendor solutions, the critical question is no longer whether to deploy an agent. It is whether that agent can access trusted healthcare knowledge and use it responsibly. Fragmented identities, inconsistent definitions, and disconnected sources limit answer quality, slow adoption, and weaken confidence in business decisions.

OneKey Agents turn intent into governed, data-grounded answers

OneKey Agents give commercial teams a faster way to understand customers and determine what to do next. Users ask business questions in natural language while the agent interprets intent, applies defined roles and rules, and grounds each response in trusted HCP and HCO profiles, affiliations, influence networks, scientific intelligence, market knowledge, business context, and AI-ready structure. The result is explainable intelligence that supports confident action.



Designed for Commercial Excellence, Marketing, Medical Affairs, MSL, field leadership, sales, analytics, and operational teams, OneKey Agents support decisions across pre-launch, launch, growth, and lifecycle optimization, from market understanding and prioritization to engagement planning and performance review.

What sets OneKey Agents apart



Trusted by design
Ground every response in governed healthcare identities, affiliations, and intelligence.

Ground before generating
Retrieve and apply authorized OneKey knowledge before synthesizing an answer.

Built for healthcare AI
Activate reusable domain intelligence across agents, copilots, automation, and analytics.

Reusable enterprise-wide
Power commercial, medical, analytics, engagement, and operational workflows from one foundation.

Knowledge — not just data
Give agents the context and relationships to deliver decision-ready answers.

Designed to evolve
Maintain a consistent knowledge foundation as AI technologies change.

Enterprise-ready, with trust built in

Decision support with human oversight. OneKey Agents provide explainable, data-grounded recommendations designed to inform, not replace, professional judgment.

Authorized knowledge only. Factual HCP and HCO answers are grounded in configured OneKey Core and OneKey Advanced datasets.

Configured to intended use. Support nominative and anonymous deployments, with access governed by geography, user entitlement, approved business purpose, and data scope.

Flexible delivery. Use as a standalone experience, embed within existing workflows, connect through APIs, or orchestrate with IQVIA, customer, CRM, and partner agents.

Measurable adoption and value. Track time saved, self-service usage, planning-cycle acceleration, and reuse of existing data and AI investments.

How OneKey Agents deliver trusted answers

Ground: Connect every response to the OneKey knowledge foundation

Connect standardized identities with scientific, digital, engagement, local-market, and enterprise knowledge.



Interact: Start with a natural-language business question

Provide self-service access to healthcare customer intelligence without relying on static reports or specialist support.

Reason and govern: Interpret intent within defined business guardrails

Synthesize responses using healthcare-specific rules, roles, context, and intended-use controls.

Answers include context, rationale, and supporting business logic, helping users understand why an opportunity, expert, segment, or action is being recommended. Every factual healthcare response is grounded in authorized OneKey data and governed according to defined business rules and access controls.

High-impact use cases

Commercial planning and launch execution

- Assess market opportunities and identify the HCPs, HCOs, and accounts that are driving growth.
- Support launch planning, territory design, account prioritization, and lifecycle decisions.

Targeting, segmentation, and engagement

- Create precise HCP and HCO audiences for field and omnichannel engagement.
- Prioritize segments, identify opportunities, and guide next-best-action planning.

Expert and influence intelligence

- Identify scientific and digital thought leaders through conversational discovery.
- Map affiliations, institutional influence, and professional networks (KOL and DOL) to strengthen engagement strategy.

Advanced analytics and decision support

- Develop cohorts, model opportunities, and analyze networks using connected healthcare intelligence.
- Generate explainable summaries and analytical insights and, where configured, predictive outputs that help teams move from question to action faster.

Demonstrated value

Organizations evaluating OneKey Agents have highlighted benefits including:



Flexible by design — fit OneKey intelligence into your AI strategy

Deploy OneKey Agents as a standalone experience for the fastest path to value. Embed them within existing user experiences, connect them through APIs, or orchestrate them alongside IQVIA, customer, CRM, and partner agents. Connect agent-to-agent with customer or partner solutions or orchestrate OneKey Agents with other IQVIA agents to expand from customer intelligence to behavioral and market intelligence. This modular approach lets organizations meet teams where they work while building a connected, enterprise-wide intelligence ecosystem.

Why IQVIA

IQVIA brings together broad HCP and HCO coverage, local research, healthcare expertise, and governance to create a trusted foundation for enterprise AI. OneKey Agents apply that foundation to deliver reliable decisions and measurable impact across markets.

With trusted identities, governed intelligence, explainable outputs, and flexible deployment options, OneKey Agents help organizations operationalize healthcare AI with confidence.

Important note

OneKey Agents are AI-powered decision-support tools. Outputs are designed to assist qualified professionals and should be reviewed using appropriate business, compliance, legal, and regulatory judgment.

Give every agent the healthcare intelligence to answer with confidence and act with impact.

Contact IQVIA to explore how OneKey Agents can reduce insight effort, accelerate high-value decisions, and extend trusted healthcare intelligence across your AI ecosystem.

IQVIA

CONTACT US

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