

Agency guide to


Healthcare Provider and Organization Data

Help your next client with the support of IQVIA’s OneKey reference database of healthcare providers and their work places. Your client will be impressed with the accuracy and completeness of this best-of-breed database built for profiling, targeting, research, and other business cases. OneKey delivers relevant, timely, and actionable information on more than 9.7 million U.S. providers and 708,000 organizations. Partner with our data specialists and creative service teams to create winning campaigns and satisfy client expectations.



SELECTIONS TO PINPOINT YOUR MARKET

- Practice specialty
- Geography
- Title and role
- Size and ownership
- Prescription data
- Procedure data
- Licensure data
- Class of trade



UNIQUE ATTRIBUTES FOR REFINED TARGETING

- Electronic health records adoption
- Health system affiliation
- Office hours and language
- Sampling preference
- Sales access protocol
- Email address
- Patient ailment data

Latest coverage:


PROVIDERS



707k
pharmacists



3M
nurses



1.1M medical doctors and DOs



558k
administrators



254k
dentists

ORGANIZATIONS



60.2k
pharmacies



7.5k
hospitals



353k outpatient centers



8.3k
corporate parents



13.5k
veterinary

Email campaign targeting, segmentation, and creative support

IQVIA brings a high level of experience and strategy to email marketing. We facilitate an average of 100 campaigns per month, reaching millions of providers at all healthcare site types. With more than 2.4 million opt-in email addresses linked to full provider profiles, OneKey is your go-to database for digital campaigns.

Campaign support for agencies and clients

- List selection and segmentation
- Message and rendering previews
- HTML design and coding
- Compliance adherence
- A/B testing recommendations
- Reporting and impact measurement.

Terms of engagement: choose from these two options



OPTION 1: EMAIL DEPLOYMENT

We'll send **emails on your behalf** using the OneKey email platform



OPTION 2: EMAIL RELEASE

We'll send you a list of OneKey emails to **use through your own email platform**

Email acquisition and maintenance process

STEP 1

Acquisition

- OneKey acquires emails through various sources, including proprietary course, and partnerships

STEP 2

Permission

- Clearly identify the company sending the email
- Comply with the CAN-SPAM Act

STEP 3

Opt-out

- When permission is denied (professional has opted out), OneKey does not include the email address in the database

STEP 4

Maintenance

- OneKey performs ongoing maintenance of the email database in a variety of ways – from ping testing emails to removal of hard bounces

CONTACT US

Call **800-752-5478**

Or visit iqvia.com/usonekey