IQVIA

OneKey

Demographic data for health plans, hospitals, and health systems

In a healthcare landscape that is complex, fast-moving, and competitive, taking action is critical

To address this, IQVIA created OneKey, a comprehensive data solution that delivers relevant, valuable content on more than 10.8 million healthcare professionals, over 751,000 organizations, and their affiliations in the U.S. Given the depth and breadth of these data, OneKey provides the information and tools that payers and providers need to power their most critical planning, marketing, and recruiting activities.

Four data points that make OneKey better

OneKey provides the most dynamic view of the U.S. healthcare industry with:

HCP addresses

- More addresses available
- Best address indicator, address rankings, and setting attributes
- Not all addresses are an HCO-to-HCP affiliation (some could be on file with a regulatory agency like DEA, but not be an HCO)

Customer benefit
More addresses for matching. More intelligence around importance of addresses

HCO type

- Class of trade (COT)
- Three COT levels:
  » Classification (Outpatient)
  » Facility type (Medical group)
  » Specialty (Cardiology)

Customer benefit
More granular HCO segmentation

HCO corporate ownership

- Confirmation of corporate parent (IDN-to-hospital)
- Confirmation of grandparent relationship (Corporate parent-to-IDN-to-medical group)

Customer benefit
More comprehensive HCO account valuation

HCO-to-HCP affiliation type

- Affiliations between an HCP and an HCO come in different types. These vary by class of trade
  » Attending and admitting affiliation types to hospitals
  » Staff, consulting, and treating apply to long-term care and nursing homes
  » Standard affiliation applies to all other classes of trade

Customer benefit
Enhanced HCP targeting by affiliation type

Driven By Data Quality

A proactive approach to data management is key to ensuring information is accurate and up to date. IQVIA is the only company that blends all methods of data collection and integration to derive a best-of-breed data output:

- Primary research
- External industry sources
- Transactional data (Rx, claims, sales)
- Customer inquiries and change requests

BUSINESS USE	APPLICATIONS
Planning	• Physician supply and network adequacy analysis • Network expansion analysis • Market intelligence • Site planning and real estate analytics
Marketing	• Direct marketing leveraging contact information from targeted provider lists • Maintaining current in and out of network provider lists
Recruiting and network management	• Enhance network management strategies in new markets • Inform recruiting and hiring decisions leveraging professional attributes • Customize and target candidate criteria

Native integration with IQVIA sales, prescription, and claims data

1,050 Integrated delivery networks

22,512 Total corporate parents

6M Email addresses

5.9M HCP-to-organization affiliations

300 Data operators performing proactive research

10.8M Professionals and

751,000 Organizations

1,000 Contributions from industry data sources

These figures relate to OneKey U.S. statistics only.

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