

OneKey

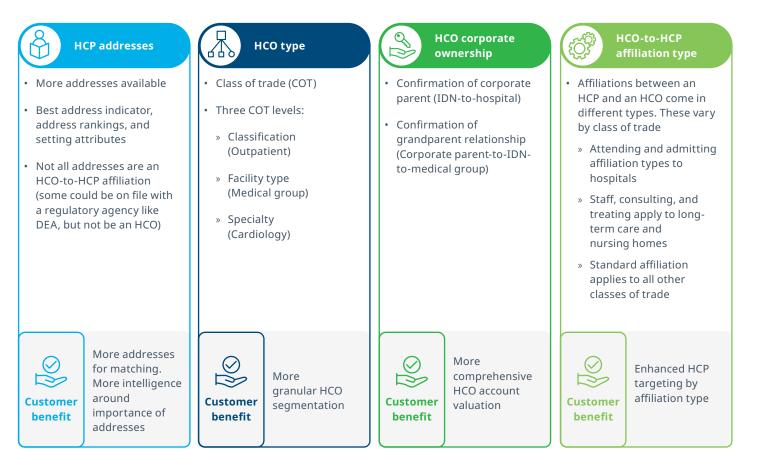
Demographic data for health plans, hospitals, and health systems

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:



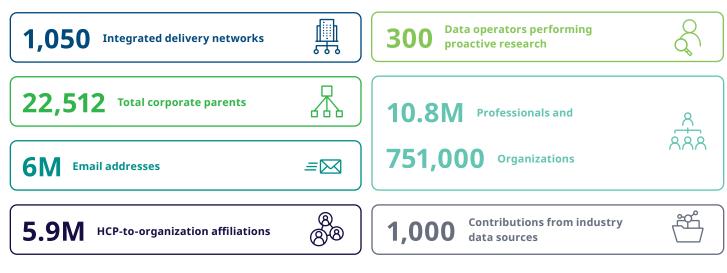
Driven By Data Quality

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



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



مهم