

Take Your Business to the Next Level with OneKey's Advanced Provider Reference Solutions

To enhance your business success, you need more than physician, organization, and affiliation data; you also need to properly define your brand and develop a targeted audience database. OneKey offers powerful intelligence to help with targeting, brand awareness, and insights allowing you to more efficiently meet your critical success points. With an integrated approach, OneKey provides advanced solutions that improve customer engagement, expands brand loyalty, and makes it easier for you to grow your business.

	Achieve greater brand reputation through enhanced audience definition
	Access to real-time data and search capabilities to develop operational efficiencies
	Expand insights and improve targeting with advanced data and tools

OneKey summary

Improve customer engagement and brand loyalty

ACCURATE PROVIDER REFERENCE DATA, INTEGRATED



PROVIDER INSIGHT

Better understand corporate and HCP provider performance and opportunity



OMNICHANNEL

Deliver brand messages in any channel



Instant access and download the right HCP/HCO in seconds through OneKey's Certified APIs



THOUGHT LEADER

Identify brand and therapeutic influencers and their networks



ADVANCED TARGETING

Use IQVIA's leading Rx claims and patient data to pinpoint physicians



SCALE

Across geographies and channels to reach the right audience

Exceptional coverage

11M
HCPs

750,000
Organizations

20.3K
Corp parents

6.6M
Affiliations

Insights

THE RIGHT DATA FOR THE GREATEST ENGAGEMENT STRATEGIES

Leverage thousands of data attributes and millions of P2B and B2B affiliations to deliver tremendous value to your engagement strategies.

HIGHLIGHTS

- When you have access to the most up-to-date data, including address, affiliation, employed physician flag, sales representative access, and site of care and delivery, your brand messaging will hit the right targets the first time.
- Reach the most influential stakeholders through new HCP digital profiles and KOL thought leader profiles and networks.
- Easily link and manage data with other IQVIA assets such as Xponent, DDD, Channel and Specialty Data, Claims, and other Real World Data.

Accuracy

CONTINUOUSLY UPDATED DATA PROVIDES EFFECTIVE CLIENT INTERACTIONS

Drive efficient client interactions with access to a database of over 11M HCPs which is proactively updated to ensure relevancy and consistently grows to offer more relevant data points.

HIGHLIGHTS

- Healthcare is evolving rapidly with data changing daily. You need to be sure your audience information is up to date and reflects today's landscape.
- OneKey updates over 3.1M U.S. records per year through primary research, along with millions of records updated through trusted sources, to ensure the most accurate and complete data.
- We provide robust data analysis and collection methodologies and 90% of data resolution requests are resolved in as little as one business day so you can receive accurate data on demand.

Reliable

IMPROVE ENGAGEMENT EFFECTIVENESS THROUGH GLOBAL STANDARDS

Improve engagement effectiveness through global standards

HIGHLIGHTS

- Receive the highest quality data when partnering with OneKey. Our data adheres to ISO 9000 quality standards and has a BPA deliverability rating of over 99%.
- Increase your sales and commercial effectiveness based on real-time access to search and download through the OneKey Ecosystem.
- With access to accurate data at the touch of a button, you can improve your sales representatives' efficiency.

Network

DRIVE YOUR INTERACTION STRATEGIES WITH COVERAGE OF THE LARGEST PROVIDERS

Drive essential customer activities and target the right audience with the most accurate IDN information.

HIGHLIGHTS

- You will drive greater efficiency and customer engagement when you partner with OneKey's provider networks.
- We consciously expand our data points and now report HCPs' employment status, best affiliation, opt-in e-mails, Ohio TDDD, and 340B information.
- The OneKey organizational hierarchy can easily pinpoint large providers and performance metrics from other IQVIA products such as Xponent and DDD can be included to add additional value.

About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence™](#)