

# OneKey's Comprehensive Insights on Healthcare Organizations for Industry Excellence

*Empowering strategic decisions with detailed organizational data*

## Today's challenges

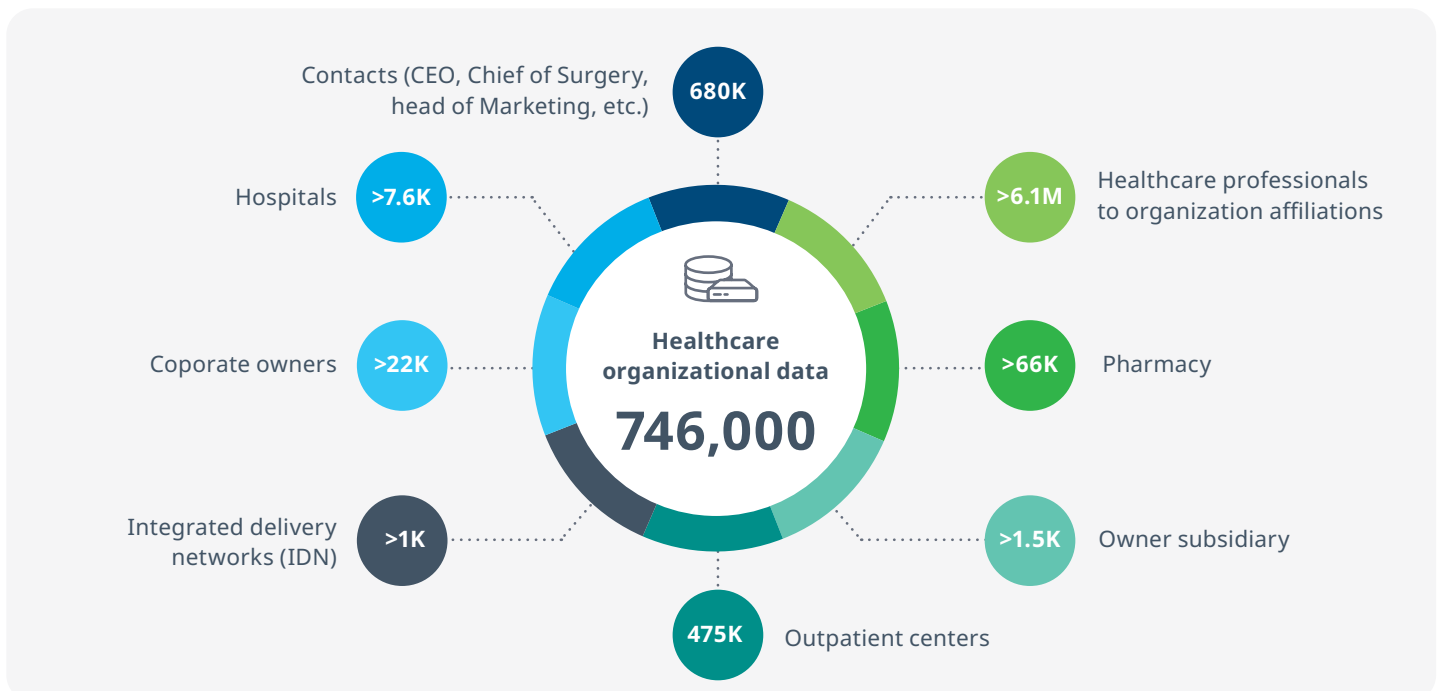
Pharmaceutical companies face numerous challenges in navigating complex corporate structures, ensuring regulatory compliance, optimizing sales and marketing strategies, enhancing market access, and making informed financial decisions. These challenges are compounded by the need for accurate, up-to-date data on healthcare organizations.



## The right solution: OneKey healthcare organizational data

OneKey offers a comprehensive solution by providing detailed and reliable data on healthcare organizations. This includes insights into corporate structures, regulatory compliance tracking, administrative contacts, EHR adoption, and financial health. By leveraging

OneKey's extensive database, pharmaceutical companies can streamline their operations, enhance their strategic planning, and comply with regulatory requirements. This empowers them to make informed decisions, optimize their market strategies, and ultimately achieve greater success in the competitive pharmaceutical landscape.



## Why OneKey healthcare organizational data?

With OneKey's healthcare organizational data, you can base business decisions on quality and timely data. The innovative three-tier class of trade system allows for precise alignment of healthcare organizations with their corporate parents, to subsidiaries, and to the Integrated Delivery Networks they are a part of, thereby offering detailed classification options.

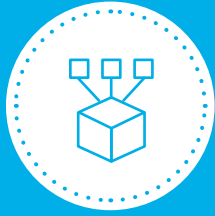
Additionally, OneKey's ability to track mergers and acquisitions provides customers with up-to-date information on organizational changes, helping them stay informed and strategically agile. The extensive network of key contacts across various roles ensures targeted and efficient communication. Plus, the unique Sales Rep Access Flag offers valuable insights for optimizing sales strategies.

### OneKey organizations: Industry identifiers



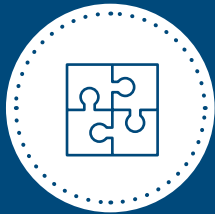
- **DDD: IQVIA attribute**  
IQVIA identifier showing ship-to locations for pharmaceutical products (Premium identifier)
- **DEA – Drug enforcement number**  
Authorization issued by DEA to allow the prescribing of controlled substances
- **HIN – Health industry number**  
Health Industry Business Communications Council (HIBCC) (Premium identifier)
- **CMS identifiers:**
  - **NPI** – National provider identifier – Identifier issued to healthcare providers; required for medicare services and is used by other payers
  - **Tax ID** – Hospitals only
  - **CCN – CMS certification number** (applies to all the POS bridges) – hospitals (ne MPN), OPSCs, FQHC, RHC, NH, dialysis, etc.
  - **CLIA – Clinical laboratory improvement amendments ID** – Regulates all laboratory testing (except research) performed on humans in the U.S.
- **AHA – American Hospital Association**  
Identifier provided by AHA to identify hospitals (Premium identifier)
- **SLN – State license number**  
Current schedule: Pharmacies as of Q1 2024; Hospitals as of Q2 2024; Surgery Centers as of Q3 2024; Nursing homes as of Q4 2024 (Premium identifier)
- **340B – Public health service number**  
Provided by Health Resources and Services Administration (HRSA), part of the U.S. Department of health and human services
- **Open payments – Physician profile identifier**  
CMS assigned ID for open payments reporting

### THREE-TIER CLASS OF TRADE SYSTEM



OneKey's unique three-tier class of trade system allows customers to segment as generally or specifically as they need. Part of the class of trade system aligns healthcare organizations to their corporate parent. Corporate Owners, Owner Subsidiaries, and Integrated Delivery Networks align child organizations to show corporate structure. This system also provides comprehensive classification options, including hospital classification, facility type (such as acute care, psychiatric, or rehabilitation), and specialty areas (such as cardiology, children's health, or oncology). This detailed segmentation capability ensures that organizations can precisely target their efforts, enhancing the effectiveness and efficiency of their outreach and research initiatives. This level of granularity in data segmentation sets OneKey apart in the market.

### MERGERS AND ACQUISITIONS TRACKING



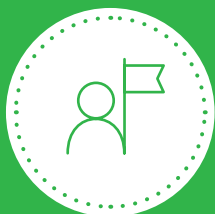
OneKey's ability to track mergers and acquisitions for corporate parents and hospitals provides customers with up-to-date information on organizational changes, enabling them to stay informed about the evolving landscape of healthcare providers. By monitoring these activities, OneKey helps organizations understand market dynamics, identify new opportunities, and make strategic decisions based on the latest data. This capability provides customers a comprehensive view of the healthcare ecosystem, enhancing their ability to navigate and succeed in a competitive environment.

### KEY CONTACTS



OneKey's extensive network includes a wide range of professional contacts from executives, administrative staff, nursing professionals, and support staff, to medical and surgical specialists, and professionals in pharmacy and laboratory settings. This breadth of contacts ensures that organizations can effectively reach and engage with the right individuals across various roles and departments. By providing access to such a diverse and comprehensive set of contacts, OneKey enables more targeted and efficient communication, research, and marketing efforts, setting it apart from other data providers.

### SALES REP ACCESS FLAG



OneKey's Sales Rep Access Flag indicates whether a healthcare organization (HCO) allows sales representatives to visit and specifies the preferred times for these visits. This feature provides valuable insights for sales teams, enabling them to plan their outreach more effectively and focus on organizations that are open to in-person visits at convenient times. By identifying these accessible contacts and their preferred visit schedules, OneKey helps optimize sales strategies, improve engagement with healthcare providers, and enhance overall sales performance. This capability ensures that sales efforts are both efficient and targeted, making it a crucial tool for any organization looking to maximize their impact in the healthcare market.

## Related offerings

Market Activator

Infinite Dimension Profiler

OneKey healthcare professional

## Delivery methods

Flat file

API

Snowflake

## Why IQVIA

As healthcare's vital partner with more than 60 years of experience perfecting life sciences data and reporting, IQVIA brings unparalleled industry expertise and our connected intelligence framework to data stewardship capabilities. With easy access to business-relevant information, organizations get the reliable results they need for informed, intelligent decision making that validates every go-to-market strategy, getting products to the right market at the right time. Only IQVIA offers proven, transparent data supported by a vast network of best-in-class partners with the information footprint that is expected and depended upon by life sciences companies as the industry's broadest, deepest, and most consistently accurate data information and technology portfolio.



### 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](#).