

OneKey Reference Data

Comprehensive reference data on healthcare professionals, organizations, and their interconnected relationships

Today's challenges

The healthcare landscape is complex, fast-moving, and competitive. To be successful, you need to access a high-quality, in-depth data source in real time to support your brand, commercial, compliance, and regulatory teams. To address this, IQVIA created OneKey, a comprehensive data solution that delivers relevant, valuable content on more than 11.3 million healthcare professionals, over 746,000 organizations, and their affiliations. Given the depth and breadth of this data, OneKey provides the essential information and tools for critical planning, marketing, and recruiting activities.



The right solutions — IQVIA's OneKey reference data

With OneKey as your reference data source, you can confidently develop account-based selling models, build account targets and segmentation, create purchasing contract strategies, access compliance data to support sample delivery, and easily connect to other IQVIA data sets.



Enhance sales models

OneKey offers essential data for account-based selling models, highlighting business hierarchies and professional connections, to boost your sales, enhance brand efficiency, and foster better departmental collaboration.



Identify key targets

OneKey helps you identify key targets, including physicians and advanced practice nurses, offering critical insights about them.



Create sampling compliance

From a sampling compliance perspective, OneKey offers cost efficiencies in data collection and ensures you have the data necessary to make accurate sampling decisions with confidence.



Integrate data sources

OneKey integrates seamlessly with various data sources, including IQVIA offerings like DDD, Xponent, and LAAD, as well as external data, providing you a comprehensive view.

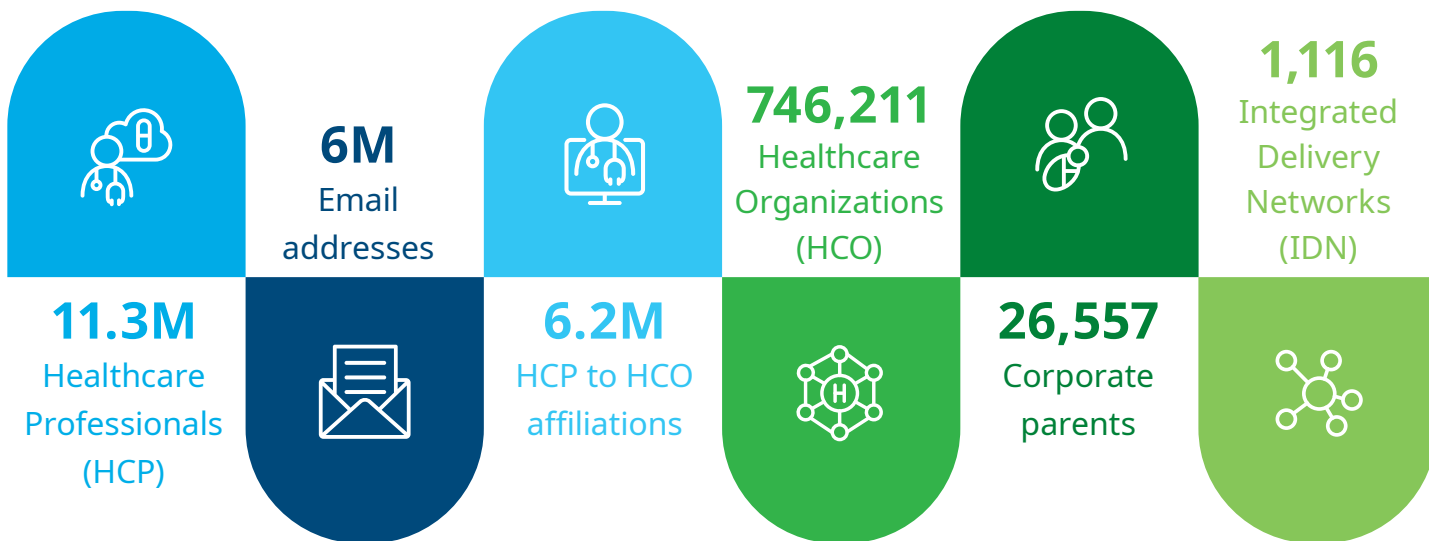


Optimize contract management

OneKey is essential for your contract management, offering rich data on purchasing relationships that pinpoint both purchasing and distribution.

OneKey is 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. This includes 300 data operators conducting primary research, utilizing over 1,000 external industry sources, analyzing transactional data such as prescriptions, claims, and sales, and incorporating customer inquiries and change requests. These methods ensure comprehensive data coverage, enhance decision-making accuracy, and provide timely insights that drive business success.



OneKey data delivery

How do you need your data delivered? With APIs, portals, and integrated data services, OneKey will meet your specific needs while significantly expanding your connectivity to commercial business applications, tools, and end users through flexible and easy-to-integrate solutions.