

## ONEKEY DIGITAL

*These days, it's not enough to know who the Key Opinion Leaders (KOLs) are for your brand. You also need to identify the Digital Opinion Leaders – the healthcare professionals (HCPs) who are active online and use the Web as a platform for providing others with advice, opinions, and information.*




But, how can you find them, much less reach them in the right way, amid all of the digital “noise?”

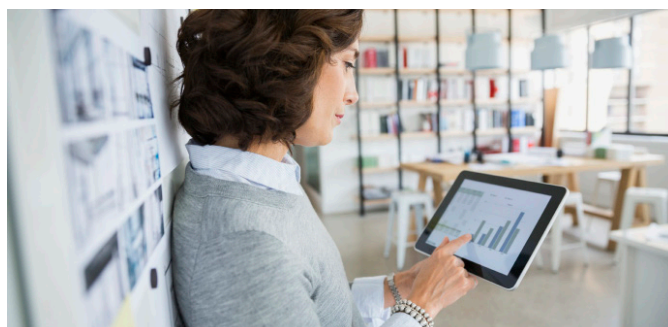
OneKey Digital cuts through the noise to profile and score HCPs based on their online presence, activity, and degree of connection to others. So you can target and segment the influencers. Be relevant to them. And engage them across channels with a cohesive strategy.

### AN ONGOING SCAN OF THE DIGITAL WORLD

To produce OneKey Digital, we constantly monitor social networking platforms, online news, and other Web channels to collect data on HCPs listed in our OneKey database. This is no small feat. We routinely crawl thousands of websites, comb millions articles, scan millions tweets, posts, and videos. Then, we validate each professional's online identity against records in our global OneKey universe. Finally, we calculate a score for each HCP based on his or her online presence, degree of activity, and audience.

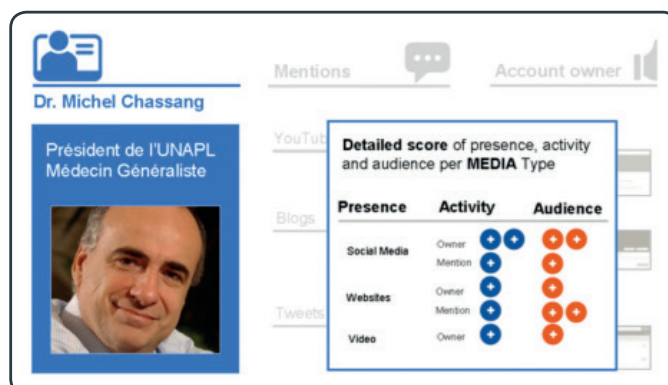
Your OneKey Digital report gives you detailed information on each HCP's digital life, which is automatically integrated with reference data in OneKey. This gives you a complete, 360° profile on each HCP. Specifically, OneKey Digital:

-  **Summarizes the channels** on which the HCP has been identified
-  **Tallies the number of tweets** and posts sent, the number of articles written, etc.
-  **Measures the number of followers**, connections, friends, viewers, links etc.
-  **Ranks the HCP** on three dimensions: presence, activity, and audience reach
-  **Provides channel accessibility information**
  - Twitter & LinkedIn account
  - appetite for Webinar, e-detailing, e-mail... communication






#### ONEKEY DIGITAL FEATURES

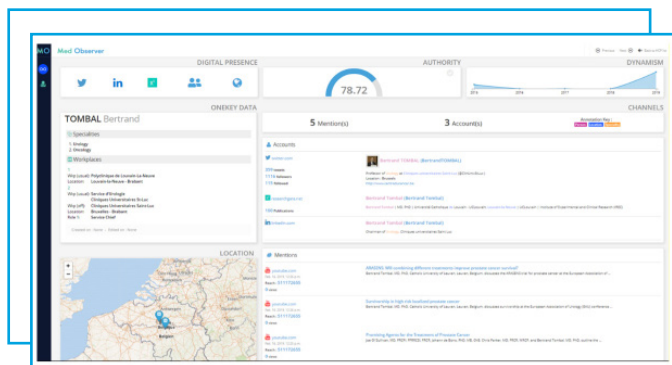
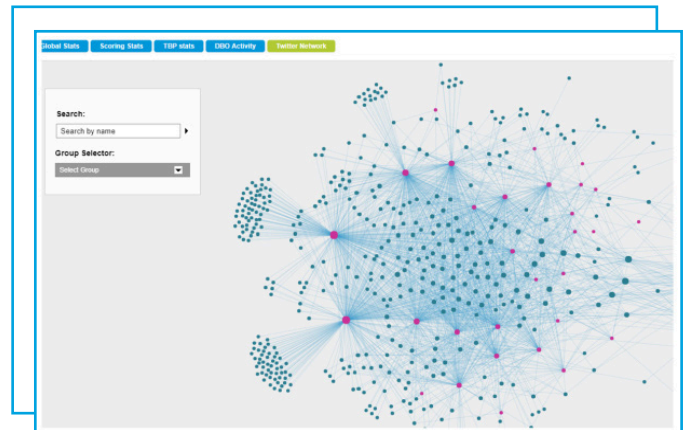
- Standardized format enables use across departments and countries
- Simple and clear structure provides ready insights
- Seamless integration into your sales and marketing ecosystem




# IMPROVED SALES AND MARKETING EFFICIENCY THROUGH MULTI-CHANNEL ENGAGEMENT




OneKey Digital Premium will allow you to query this rich digital ecosystem to discover the most influent HCPs and have an overview of All DIGITAL contents found for an HCP through different channels

-  To read the article by clicking on the link
-  To read tweets
-  To watch videos
-  To read publications regarding specific researches on ResearchGate and Pubmed



-  To Discover HCP's Network and identify links between HCPs:
  - Co-authors, followers, following, cited by, whom he cites
  - Identify colleagues at HCO level

## WITH ONEKEY DIGITAL, YOUR SALES, MARKETING AND MARKET ACCESS TEAMS CAN:

-  **Target and reach** the most influential HCPs in the digital world
-  **Provide improved experiences** for customers by being relevant and personal across all channels
-  **Work in harmony**, executing a coherent strategy

Finally, OneKey Digital is one component of an integrated solution that delivers a closed loop of insights prior to, and post, engagement. It begins with social listening prior to engagement, includes digital profiling, targeting, and segmentation, and culminates in social listening post engagement.

### CONTACT US

**To learn more about** how OneKey Digital can help you engage HCPs more holistically, please contact Cédric Nicaise, Sales Specialist OneKey & Marketing Services [cedric.nicaise@iqvia.com](mailto:cedric.nicaise@iqvia.com)