

ONEKEY

Demographic data for hospitals and health systems

In a healthcare landscape that is complex, fast-moving and competitive, taking action is critical. With 20 percent of all physicians moving their locations on an annual basis, it can be hard to keep up with the changes. So IQVIA created OneKey, a comprehensive data solution that delivers relevant, valuable content on more than 9 million healthcare professionals and 680,000 healthcare organizations and their affiliations in the U.S. Given the depth and breadth of these data, OneKey provides the information and tools healthcare organizations need to power their most critical planning, marketing and recruiting activities.

ONEKEY PROVIDES THE MOST DYNAMIC VIEW OF THE U.S. HEALTHCARE INDUSTRY WITH:



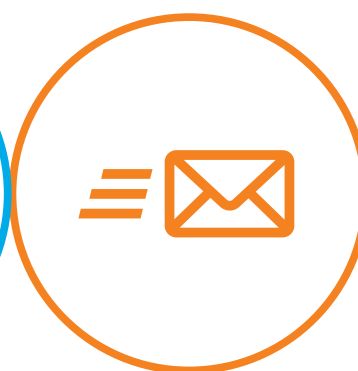
Profiles on professionals and organizations along with their interrelationships



Professional listings with source identifiers, certifications and industry authorizations



Indicators of control: EHR/EMR adoption, accept samples, e-prescribing, and more



Email campaign targeting, segmentation and creative support

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/change requests
- ☑ Automatic and manual processes

OneKey is a comprehensive data solution that delivers relevant, valuable content on more than 9 million healthcare professionals and 680,000 healthcare organizations and their affiliations in the U.S.

ONEKEY HELPS HOSPITALS AND HEALTH SYSTEMS IN THE FOLLOWING AREAS:

PLANNING

- Physician supply and physician succession planning analyses supply analysis
- Strategic network expansion through valuable market intelligence
- Site planning/real estate

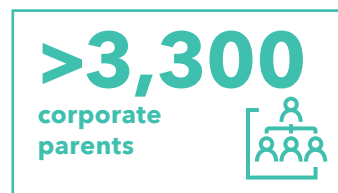
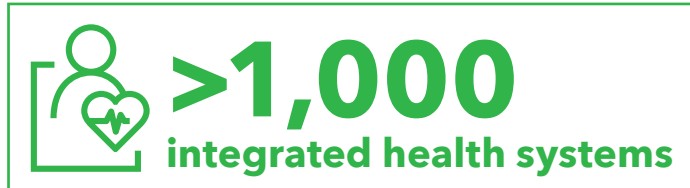
MARKETING

- Healthcare professional lists with contact information useful for direct marketing, CME notification, etc.
- Active maintenance of hospital provider lists (in and out of network)

RECRUITING

- Healthcare professional, organization and affiliations lists
- Professional attributes are available with lists to better inform hiring decisions
- Customize candidate criteria in OneKey to ensure a streamlined decision process

THE DIFFERENCE IS IN THE DETAILS



These figures relate to OneKey U.S. statistics only