

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

*Empowering strategic decisions with detailed data*

## Today’s challenges

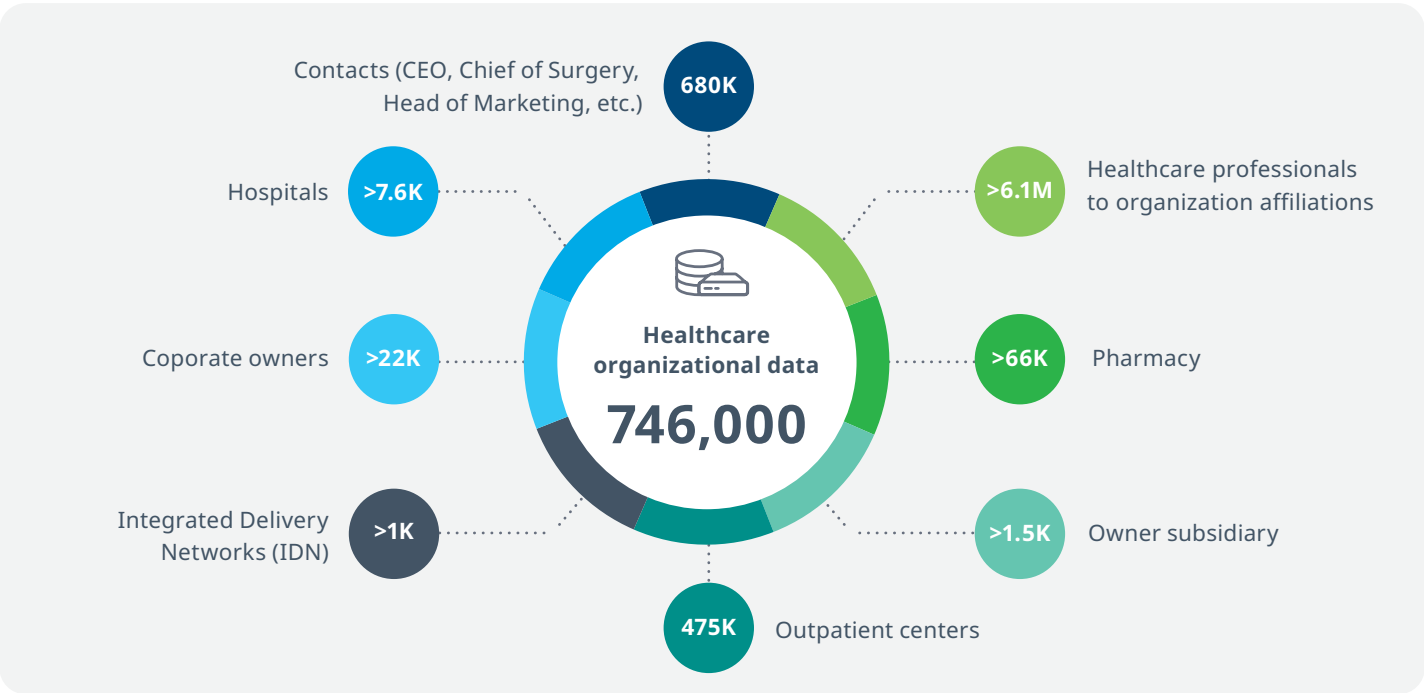
Hospitals and health systems face numerous challenges in navigating complex corporate structures, ensuring regulatory compliance, optimizing sales and marketing strategies, enhancing market access, and making informed financial decisions. These challenges are compounded by the need for accurate, up-to-date 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, hospitals

and health systems target HCPs more precisely for better engagement and marketing. OneKey was built to integrate real-time healthcare provider data with IQVIA’s prescription, sales, and claims data, empowering our hospital and health system clients to make informed decisions, optimize their market strategies, and ultimately achieve greater success in the competitive healthcare landscape.



# Why OneKey healthcare organizational data?

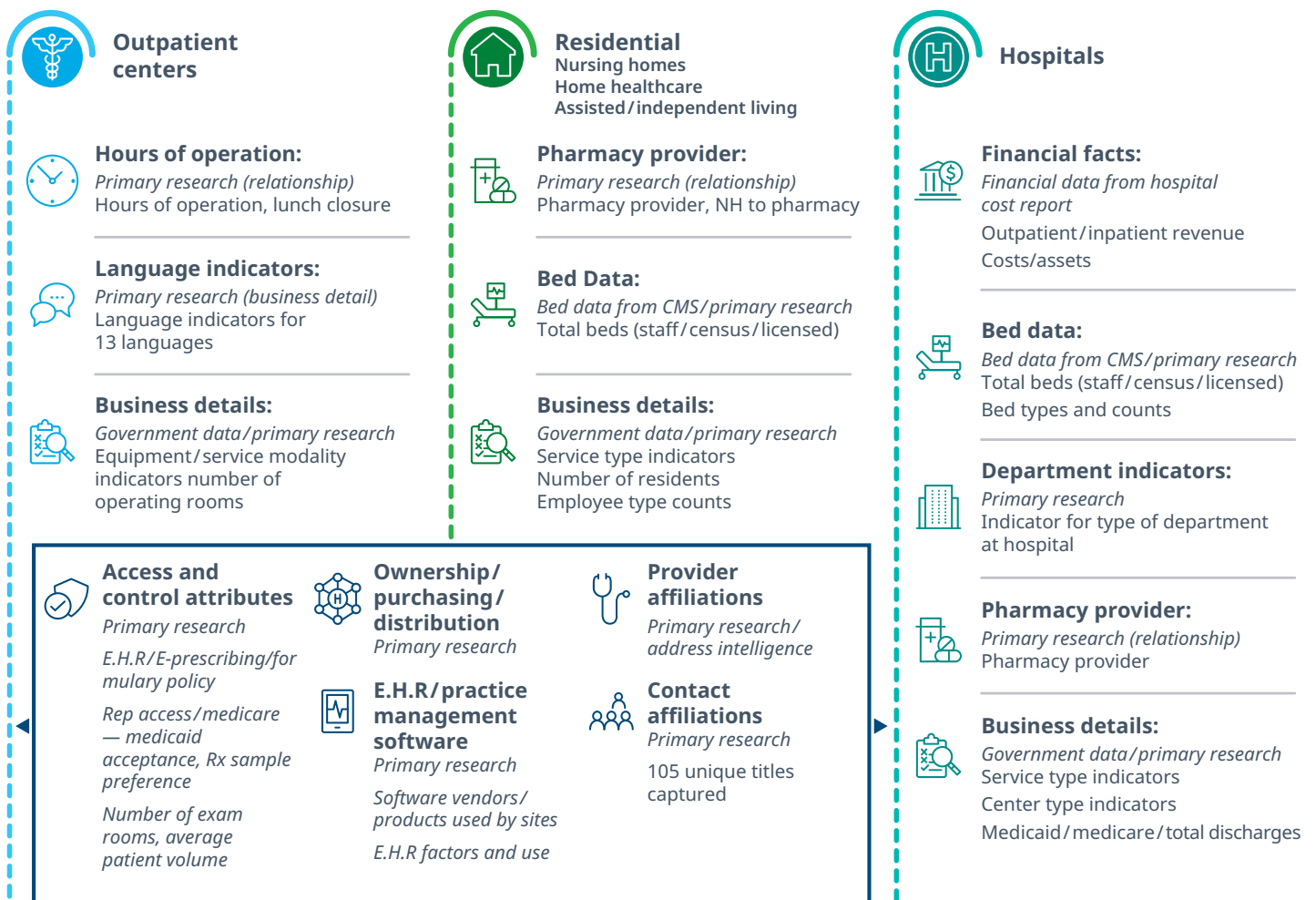
With OneKey's healthcare organizational data, you can base business decisions on quality and timely data. The innovative three-tier class of trade system allows for precise understanding of each organizations role in healthcare, including facility type and if there is a specialty of focus. Corporate parents are included in this, so the

complicated organization hierarchies of todays Groups, IDNs and their subsidiaries are properly aligned.

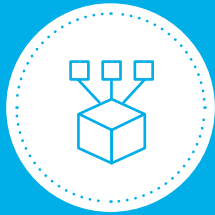
Additionally, OneKey is updated daily which allows you the ability to track mergers and acquisitions provides customers with up-to-date information on organizational changes, helping them stay informed and strategically agile. The extensive network of key contacts across various roles enables targeted and efficient communication.

## OneKey organizational attributes

Data granularity by classification of facility



### 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 affiliation data 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.

### PHYSICIAN LIAISON ACCESS FLAG



OneKey's Physician Liaison Access Flag indicates whether a Healthcare Organization (HCO) allows physician liaisons to visit and specifies the preferred times for these visits. This feature provides valuable insights for physician liaison 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 liaison strategies, improve engagement with healthcare providers, and enhance overall sales performance. This capability empowers the organization to know that liaison efforts are both efficient and targeted, making it a crucial tool for any organization looking to maximize their impact in the healthcare market.

## Typical use cases

Direct Marketing

Market Research

Recruiting

Internal Analytics

Strategic Planning

Directory Support

## Related offerings

Provider Strategy Solution

Market Strategy Solution

OneKey Healthcare Professional

OneKey + Claims Data

Physician Level Data for Digital Marketing Efforts

## Health System Solutions

With IQVIA Health System Solutions, you can make smarter, data-driven decisions that reduce costs, enhance digital engagement with physicians and patients, and improve community health through effective digital marketing. Achieve measurable results,

drive referral growth, and boost your reputation in the healthcare community. Leveraging unparalleled data, solution-driven expertise, and strategic industry relationships, IQVIA has led in marketing and strategy execution for over 70 years, delivering top-tier performance and trust.

Contact us to learn more about what IQVIA can do for your health system marketing and strategy teams. Scan the QR Code to be connected with a member of our sales team.

