

OneKey Healthcare Professional Reference Data Network

With data on 23M healthcare professionals (HCPs) spanning 115 countries and up to 1,000 data elements per profile, OneKey is an unparalleled source of real-time insights on stakeholder attributes, behaviors, and preferences. It is trusted by over 2,000 life sciences organizations today.

How much of your HCP engagement strategy is insights-driven vs. inferred?

In today's digital world, basic segmentation based on commoditized reference data is no longer enough. You need a holistic view of key stakeholders and how they are connected for precise omnichannel engagement. And since customer attributes, networks, and preferences are always changing, you need this information in real-time for an agile approach that meets your customers where they are today. Only OneKey provides this.



<p>PERSONA DIMENSIONS AVAILABLE IN ONEKEY</p>	 <p>Credentials & Affiliations</p> <ul style="list-style-type: none"> • Where do they work and who are their colleagues? • What are their market access roles? 	 <p>Consumer</p> <ul style="list-style-type: none"> • Who are they outside of their professional lives? • What are their interests? 	 <p>Digital</p> <ul style="list-style-type: none"> • What are they posting on social media? • With whom are they connected on social media? 	 <p>Scientific</p> <ul style="list-style-type: none"> • What clinical trials do they participate in? • What are their roles in these trials?
 <p>Patients</p> <ul style="list-style-type: none"> • In which specific therapeutic areas do they treat patients? • What kinds of patients do they treat? 	 <p>Clinical</p> <ul style="list-style-type: none"> • What do they publish? • What conferences do they attend? 	 <p>Behavioral Insights</p> <ul style="list-style-type: none"> • Where do they spend time online? • What types of content do they prefer? 	 <p>Channel Preferences</p> <ul style="list-style-type: none"> • What channels do they actively use and prefer? • How are they interacting with these channels today? 	 <p>True Identity</p> <ul style="list-style-type: none"> • What are their digital identity profiles? • What do they consume on channels linked to True Identity IDs?

The foundation of an adaptive omnichannel strategy

OneKey is the world's largest and most comprehensive network of real-time HCP data, providing a multidimensional view of your customers to inform compelling, adaptive engagement. With its unmatched volume, breadth, detail, and precision, it seamlessly delivers the insights organizations need to power their strategies and downstream applications. Features include:

VOLUME OF DATA

23M healthcare professionals,
2.6M healthcare organizations

GEOGRAPHIC COVERAGE

115 countries

LEVEL OF DETAIL

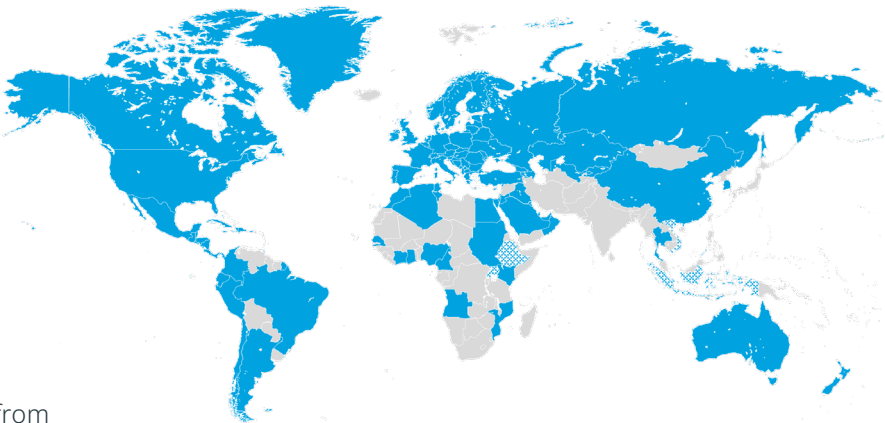
250-1,000 data attributes per profile

REAL-TIME UPDATES

17.5M proactive, real-time updates per month from
a growing, integrated network of over 1M contributors

QUALITY CONTROL

785 research associates who specialize in local
healthcare systems involved in data cleaning,
enrichment, validation, and maintenance



Empowering you to deliver value through personalized engagement

ONEKEY HELPS YOU:

- Know who is driving treatment pathways and decisions
- See connections, affiliations and digital and scientific networks
- Determine the right audience, channel, message, and time for personalized outreach
- Stay aware of frequent changes in HCP attributes, networks, and preferences in real-time and at-scale
- Engage in a way that is compliant and adherent to local data privacy laws
- Seamlessly exchange and orchestrate data with partners via our universal crosswalks