




# Optimize Your ROI

*Identify and maximize new and existing market opportunities by targeting the right providers using OneKey Advanced Targeting*

## OneKey Advanced Targeting

In order to fully maximize your market opportunities, you need to partner with the right team who can offer unparalleled data and insights around key stakeholders in the healthcare ecosystem. OneKey Advanced Targeting provides an advanced view of the U.S. healthcare provider population and focuses on the provider's profile, patient composition, and other critical market and behavioral factors which influence treatment behaviors to help you identify and connect with the right influencers at the right time.

### CREATE INSIGHTS USING ONEKEY ADVANCED TARGETING AND OVERCOME COMMON MARKETPLACE CHALLENGES

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**Understand how often a physician is diagnosing a certain condition**
- 
**Determine which types of providers are administering and prescribing certain therapies**
- 
**Measure how many patients have been diagnosed with a certain condition**

## OneKey Advanced Targeting metrics

When you partner with OneKey, you are partnering with a team who can provide the best data when and where you need it. OneKey Advanced Targeting is the culmination of combining unprecedented levels of market knowledge, thought leadership, and best-in-class information solutions, including IQVIA's medical claims, hospital claims, and OneKey provider data.\*



**>11.1M**  
providers



**>103B**  
medical  
service records



**>40.2B**  
hospital  
claims

\* Statistics presented are current as of November 2022.

## OneKey Advanced Targeting benefits

- To generate new insights and opportunities, leverage IQVIA's critical mass of data containing 12 months of history, including look-back and look-forward periods
- Target and segment efficiently by creating actionable datasets of the most influential stakeholders in your market
- Get real-time answers to your critical business questions

# Applications and uses

Meet multiple key strategic objectives based on your business use by utilizing the key attributes of OneKey Advanced Targeting:

BUSINESS USE	APPLICATIONS
Marketing	<ul style="list-style-type: none"><li>Identify the right providers by analyzing key performance metrics</li><li>Determine which indications target products are being prescribed for most often</li></ul>
Provider targeting and messaging	<ul style="list-style-type: none"><li>Target providers as high priority</li><li>Connect with high-impact providers based on specialty or patient/payer demographics</li></ul>
Business development	<ul style="list-style-type: none"><li>Identify diagnoses and procedures performed by target customers to align strategic development activities</li><li>With Diagnosis profiles, understand who is driving treatment paths and decisions</li><li>Create new opportunities to align brand strategies with brand, sales, marketing, and market access teams</li></ul>
Pull-through support	<ul style="list-style-type: none"><li>Design a pull-through program that incorporates accurate provider segmentation in response to market events and dynamics</li></ul>

## OneKey Advanced Targeting file delivery

OneKey Advanced Targeting can be delivered to target your needs; OneKey offers insights via flat text files among other delivery options so you can feel confident OneKey's data will easily integrate with your existing technology and workflows.

### About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence™](#)