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MARKET INSIGHTS

OneKey Report Ranks the Leading U.S. Pharmacies. In OneKey's recently released "National Pharmacy Market Summary," U.S. pharmacies were ranked by size, number of pharmacists and type, revealing the leading industry players for the upcoming year. Walgreens topped the list as the largest retail chain in the country with 10,322 pharmacists on staff and 5,274 locations. Find out who else made this list. Use this report to target pharmacists by chain size and location. [Download complimentary report to see the results now.](#)

Identify and Segment All U.S. Physicians with One Report. The challenges of identifying physicians by state and specialty are easily solved with OneKey's "Physician Targeting and Segmentation" report. Draw from a comprehensive table that organizes the counts of 700,000 physicians by state and 95 practice areas. Use this report to plan for upcoming promotions by understanding where your primary targets are located and how densely they are distributed throughout the country. You can also see a list of the top 20 specialty areas with the largest number of doctors. [Download complimentary report to see the results now.](#)

PHARMA INDUSTRY NEWS

Mobile Marketing Still New Territory for Pharma. A new study released by Trinsic Interactive confirms that pharma has still not fully embraced mobile marketing, with three-quarters of respondents reporting less than 5 percent budget allocation for the marketing channel. The leading concern for pharma marketers—which represented 10 of the top 15 pharmaceutical companies—was lack of knowledge about ROI, as more than half (52.9 percent) reported it as their primary concern with adopting the new channel. Find out more insights from the survey. [Read more.](#)

Pharma Promotional Spending Falling, But Still High. With the start of 2011 bringing news of cuts in pharma, Cegedim Strategic Data recently released its assessment of 2010 pharma spending, "2010 U.S. Pharmaceutical Promotion Spending." Pharma promotional spending in 2010 totaled \$28 billion, which was a 10-percent drop since 2009. This comprehensive report highlights spending by therapeutic class, marketing channel, top 10 drugs promoted and more. [Read more.](#)

DATABASES AND RESOURCES

Direct Mail is the Top Choice for Healthcare Marketing Outreach. In a recent summary of SK&A's 2010 channel metrics for healthcare records shipped, direct mail was the leading channel with more than 267 million records shipped in 3,252 orders. The pharmaceutical industry represented over 46 million records sent, accounting for 12 percent of the total records shipped for 2010. View the results for the eight leading channels for data use and see which areas are trending. [Learn more.](#)

Market to Pharmacists at the Country's Leading Pharmacy Chains. Target pharmacists at the biggest pharmacy chains throughout the U.S. This group of professionals occupies almost one-fourth of the 170,000-pharmacist-strong OneKey database. Select your pharmacist contacts by variables such as job title, number of stores in pharmacy chain and monthly prescription volume to connect with the audience you need to influence. [Read more.](#)

SPECIAL OFFERS

Find Out if Your Data Stands up to OneKey's Free Audit. With 15 percent of prescribers moving, retiring or passing away each year, keeping your contact database current is a constant challenge. Submit up to 10,000 records to OneKey for a no-cost data audit and see how many of your contacts have aged. You will receive a report of the submitted records showing where the gaps and errors exist in your database. All the data matched to yours comes from OneKey's industry-leading healthcare reference database, which is updated every six months in SK&A's Irvine, Calif.-based Research Center. [Read more about this offer.](#)

