

## Learn More About OneKey's Research Center



► [OneKey Research Center Tour and Phone-Verification Videos](#)

► [Try our Complimentary Data Audit](#)

► [Visit the Email Performance Archive](#)

► [OneKey Research Center Facts and Statistics](#)

► [How We Acquire Healthcare Data](#)



## MARKET INSIGHTS

**Electronic Prescribing Grows Among Physicians.** According to SK&A's survey on physician office usage of EHR software, electronic prescribing has increased by four percent since October 2010, alongside applications such as electronic notes and x-rays. View the latest EHR adoption rates by practice specialty, size, ownership, geography and other factors.

[Download survey report.](#)

## PHARMA INDUSTRY NEWS

**Top Ten Drugs of 2016.** A report by EvaluatePharma predicts the top ten pharmaceutical products of 2016. According to the report, the top spots in 2016 will be dominated by specialty products and only two products in the 2010 top ten list will remain on the 2016 list.

[See the predictions.](#)

**Doctors Like Digital Tools, but Still Rely on Reps.** A survey by Sermo indicates that while digital tools are gaining popularity, physicians still prefer to rely on sales-rep visits for answers on a variety of topics. See which information doctors want from sales reps. [Click to find out.](#)

**CME Exerts Highest Influence on Doctors' Intent to Prescribe.** Cegedim Strategic Data's survey shows that CME exerts the highest influence on intention to prescribe, over other forms of meetings and detailing. Which other promotional channels were effective in increasing prescribing intent? [Read full article.](#)

## DATABASES AND RESOURCES

**Find Sales Opportunities Within Your Customer Master Data.** With Nucleus 360 master data management solution, you can gain a total master view of your customer data to maintain regulatory compliance and optimize sales opportunities. Delivered as SaaS, Nucleus 360 is a scalable solution that consolidates your data into one unique actionable source that sales, marketing and compliance teams can use for analysis and reporting.

[Download Nucleus 360 factsheet.](#)

**Maintain Drug Sample Distribution Compliance.** Use Cegedim's Validator solution to gain access to four million reliable medical practitioner license records from state, federal and association sources. Validator provides up to three state medical license numbers and up to two DEA numbers with the best name, consensus address, and expiry dates where available. See the counts of the available SLN, DEA, NPI, and ME identifier numbers for 21 professional titles. [View counts.](#)

## SPECIAL OFFERS

**Get a Complimentary Data Audit for 10,000 Records.** About 14.2 percent of prescribers move, retire or pass away annually, potentially leaving you with an obsolete or outdated database. Now OneKey offers you a one-time complimentary data audit of up to 10,000 records, which you can use to identify the gaps and errors that exist in your database. Your database will be matched against OneKey's industry leading healthcare reference database.

[Get this offer now.](#)