

## MARKET INSIGHTS

**Fifty Largest Medical Groups Revealed in OneKey Report.** In its latest market research report, OneKey identifies the 50 largest medical groups ranked by the number of physicians. Kaiser Permanente takes the lead with 8,590 physicians at 363 sites. This report also ranks the top 20 physician specialties by number of practicing physicians, and provides a count of physician offices by size of practice. [Find out which other medical groups made the list.](#)

## PHARMA INDUSTRY NEWS

**Cegedim Recaps Pharmaceutical Product Spending in 2011.** According to Cegedim Strategic Data, Pfizer took first place in professional targeted marketing spend in 2011, with Celebrex and Lipitor among the top five products in terms of promotional spend. [Find out](#) how much pharma spent in 2011, top promotional channels and which five disease groups spent most in promoting to doctors.

**Rise of the Digital Doctor** About 90% of physicians are using social media for professional or personal purpose. Check out this [infographic](#) for interesting statistics and facts about doctors' social media use.

**Sunshine Act Guidelines Issued, Delaying Data Collection Deadline.** The deadline for pharma companies to start collecting payment data on January 1, 2012 has been extended due to the delay in Sunshine Act guidelines. [Read the article](#) to find out more about the new developments.

## SPECIAL OFFERS

**Exclusive Database: Most Influential Oncologists in the U.S.** This exclusive database of peer-nominated oncology key influencers in the U.S. market is available for the first time. Use this resource from the Physician Connect™ Oncology nominative research study to target the top 5,577 oncologists treating seven tumor types and hematology malignancies, ranked by the number of peer nominations received. [Contact us for special introductory price.](#)

## DATABASES AND RESOURCES

**Use Physician Insights to Formulate Marketing Strategies.** Physician Connect supports your marketing strategies by providing deep insights on physicians. Supported by the OneKey database, the Physician Connect web-based custom research service helps you reach a responsive base of 720,000 physicians from 95 specialties. Use Physician Connect to understand physician attitudes, preferences and networks, and identify market opportunities. [View the physician counts](#) in the database.

**Find Sales Opportunities Within Your Customer Master Data.** With Nucleus 360 master data management solution, you will 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.](#)

Learn More  
About  
OneKey's  
Research  
Center



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