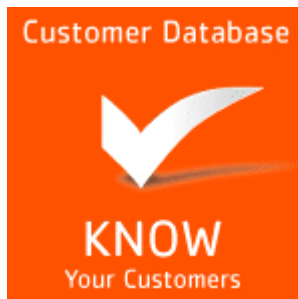


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MARKET INSIGHTS

Increasing Prescribing Intent Through Local Meetings. Despite the emergence of new pharma marketing channels, meetings remain one of the most effective ways of influencing prescribing intent. This report reveals meeting attendance by specialty and the top five therapeutic areas discussed in meetings. Get insights to the adoption trend of two new drugs launched in 2010 and see how meetings have impacted prescribing intent of the products.

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Drug Sample Acceptance Preferences in Medical Offices. SK&A's survey of 170,000 medical sites from the OneKey database revealed an average drug sample acceptance rate of 77%. Find out which specialties have the highest acceptance rates, and understand sample acceptance preference by physician specialty and site size. Use this report to discover if your targets prefer samples to be dropped off by sales reps, mailed or both.

[Download this complimentary report to discover the preferences in drug sample acceptance.](#)

PHARMA INDUSTRY NEWS

Aggregate-spend Reporting Gains Importance. A survey by Cegedim Relationship Management indicated that about a third of pharma companies are currently using basic spreadsheet tools for aggregate spend reporting. About half of respondents are looking to adopt third party solutions such as AggregateSpend360 complemented by the OneKey reference database offered by Cegedim. For other key findings from the survey, [click here.](#)

Virtual Meetings Replacing Live Meetings with Physicians. With the impending regulations on aggregate spend reporting, MedPoint Digital observed that pharma marketers are increasingly turning to virtual meetings with physicians. As a substitute for dinner meetings, virtual meetings fall under the existing regulations, as opposed to other forms of online marketing that are awaiting guidelines from FDA. [Read more.](#)

Huge Potential in Marrying CRM and Social Media. In a survey by Update Software AG, nearly half of respondents use a CRM system and engage in some type of social media interaction. Only a small percentage of respondents use social media for lead generation, possibly indicating potential for using social media for CRM. [Learn more](#) about CRM deployment in the life science industry.

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.](#)