

## Learn More About OneKey's Research Center



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## MARKET INSIGHTS

**Sales Rep Visits and Detailing Trends for 2010.** Pharma sales reps are experiencing shorter visits with physicians. In 2010, the number of sales rep who had less than five minutes of access with primary care physicians increased to 43%, from 28% in 2006. The Detailing and Sales Rep Visits Report by Cegecim Strategic Data provides key information on the duration of sales visits, sample drops, and the top 10 products detailed in 2010. The report also uncovers the 30 pharmaceutical companies with the highest increases and decreases in field sales reps. Discover trends, learn about your competitors and understand how prescriber behavior has changed since 2006.

[Download the complimentary report to get insights on Sales Rep visits now.](#)

## PHARMA INDUSTRY NEWS

**Sales Reps Gain Access with Medical and Business Knowledge.** A large survey of sales reps by CMR Institute revealed key concerns of pharma sales reps in 2011. In the survey, 91% of the respondents stated concerns about decreased access to physicians, and 93% cited an increased focus on therapeutic and disease state knowledge. Sales reps cited medical knowledge and business management know-how as key elements to gaining and maintaining access. What else did sales reps do to gain access? [Read more.](#)

**Pain Management Sector Expected to Hit \$60 Billion by 2015.** A special report on the pain management market released by Pharmalive projected that growing needs in pain management therapeutics is likely to drive the sector to hit \$60 billion in 2015, a 50% growth from the \$40 billion generated by the industry today. Read on for more insights in this report that outlines the factors fueling the growth of this prescription-heavy market. [Read more.](#)

**Adherence Incentives Could Sway Prescribing Preference.** A survey of 100 physicians by HealthPrize Technologies found that physicians were 30% more likely to prescribe a drug when an incentive for patient adherence is attached to it. [Read more.](#)

## DATABASES AND RESOURCES

**Latest Counts for Nurse Practitioners and Physician Assistants.** As physicians become overwhelmed by patient volumes, nurse practitioners and physician assistants are taking on significant roles in assisting physicians with responsibilities such as writing prescriptions, ordering tests and diagnosing patients. With increasingly limited access to physicians, it is crucial to reach out to this audience of important prescribers. See the number of NPs and PAs in the OneKey database. [Learn more.](#)

**Reach out to 888,000 Prescribers with OneKey database.** OneKey's prescriber database has grown by another 10% from 2010, reaching a count of 817,000 this week. This allows you to reach 707,000 physicians, and over 110,000 other prescribers. OneKey's extensive database provides a comprehensive view of prescribers, physicians and influencers with over 100 valuable selections such as specialty, office size and rep access preferences. [Learn more.](#)

## SPECIAL OFFERS

**Try OneKey's Data Audit to Assess the Integrity of Your Data.** About 15 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, which is updated every six months in SK&A's Irvine, Calif.-based Research Center.

[Read more about this offer.](#)