

Learn More About OneKey's Research Center



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MARKET INSIGHTS

OneKey Physician Targeting and Segmentation Report. Updated twice a year, this report provides the count of U.S. physicians in 95 specialties across all states. See the top 20 specialties with the highest number of doctors. Use this report to optimize your promotional spending by understanding where your targets are located. [Download now.](#)

PHARMA INDUSTRY NEWS

Sanofi to Replace Pfizer as Top Drug Maker. With the end of Lipitor's patent, Pfizer is expected to cede its position as the world's top drug maker to Sanofi. Rising stars such as Teva will be among the top ten pharma companies next year. [See the predictions](#) for the world's top 15 pharma giants in the next five years.

Top Hematology Experts to Speak at SK&A Event. On December 9, hematology experts James Armitage (MD) and Alain Herrera (MD) will share key results from the U.S. nominative database Physician Connect™ and reveal key opinion leaders in hematology at SK&A's complimentary event in San Diego. Learn how Physician Connect can contribute to a successful marketing strategy. [Sign up now.](#)

Nearly all U.S. Doctors are on Social Media. Over 90% of physicians use at least one social media site, according to a survey by QuantiaMD. Two thirds of physicians use social media professionally, but are they connecting to patients? [Find out what doctors are saying.](#)

Change Tops Industry "Pain Points," says Cegedim. A study by Cegedim Relationship Management found that 87% of biopharma company execs are concerned about constant changes in the commercial model. [Read more](#) to understand the issues on the minds of top execs, their technology preferences and online habits.

SPECIAL OFFERS

Save 35% on Prescriber Email Addresses. Enjoy 35% off unlimited usage of healthcare provider (HCP) emails from the OneKey database for one year. All email addresses are phone verified to ensure accuracy and with this offer, you will receive quarterly updates on the database. All HCP emails are 100% permission based and Can-Spam compliant. Use these email addresses to support your marketing campaigns. Offer ends December 16, so [take advantage of this offer now.](#)

Exclusive Database: Most Influential Oncologists in the U.S. Market. 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 5577 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.](#)