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MARKET INSIGHTS

Physicians on the Move Report. According to OneKey's Physician On the Move report, the average physician move rate has dropped to 11.8% compared to 18.2% in 2008. Updated bi-annually, this report ranks general practitioners and specialists by their move rates and highlights the top 20 fastest growing specialties. [Find out which specialty grew by 116% in 2011.](#)

PHARMA INDUSTRY NEWS

Is Social Media Less of a Threat to Pharma After All? Following Facebook's open wall policy, social media monitoring company Visible Technologies studied 224 pharmaceutical companies over a 30-day period and found that only 0.3% of 257,000 posts contained adverse reports. [Should pharma marketers let their guard down and embrace Facebook again?](#)

10 Largest U.S. Patent Losses. Blockbuster drugs such as Pfizer's Lipitor have officially fallen off the patent cliff, and the expiration of exclusivity is imminent for other brand name drugs such as Merck's Singulair. [See the top ten patent losses in the U.S.](#) in terms of their importance in the company revenue stream.

Physicians Rely on Search Engines to Find Clinical Data. A survey by Wolters Kluwer Health indicated that two-thirds of physicians use search engines such as Google and Yahoo to search for treatment related information. Sixty-three percent of doctors said they changed an initial diagnosis after finding new information online. [Read on for other findings.](#)

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 today!](#)

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.](#)