

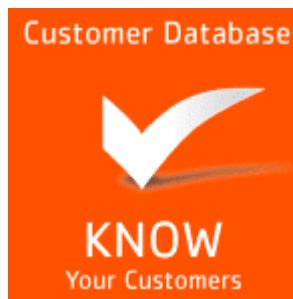
## OneKey Video



[View Our Live Verification of a Medical Site](#)

## Press Release

► [Cegedim Intergrates SK&A Data into OneKey](#)



## MARKET INSIGHTS

**Study Reveals Top 10 Drugs Promoted in New Media Channels.** Pfizer's depression drug Pristiq was the leading drug being promoted to physicians via new media channels such as e-detailing and web advertising. See the spending totals by drug brand and media channel over the past year in this new ranking by Cegedim Strategic Data. Where does your brand stand in the \$327 million e-promotional mix? Use this complimentary report to see the dramatic growth trend and measure your share of voice. [Download report here.](#)

## PHARMA INDUSTRY NEWS

**iPad to Lead Pharma Marketing and Advertising in 2011?** As Apple projects 25 million in iPad sales for next year, the mobile computing device indicates a potentially promising relationship with pharma reps in 2011. The ease and portability of the device allows reps to cover more product material in already-rushed meetings with physicians, increasing the efficiency of meetings. Learn how firms are using the iPad to enhance the effectiveness of pharma sales and marketing. [Read more.](#)

**Physician-Pharma Relationships Drop, But Still Strong.** In a recent study, physicians' relationships with pharmaceutical and medical device sales reps were measured, finding that though impact has decreased steadily since 2004, 83.8 percent of physicians still maintain some kind of relationship. Find out how much physician-pharma relationships have dropped in various areas. [Read more.](#)

**Pharma's New Sales-Rep Objectives.** With large-scale changes happening in pharma with downsizing and healthcare reform legislation, a new model for managing sales reps is emerging. This also includes a new definition of success by customer service, rather than just hitting sales targets. Find out what other changes are happening in the pharma sales space. [Read more.](#)

## DATABASES AND RESOURCES

**New Select: Nurse Practitioner and Physician Assistant Specialties.** With the roles of nurse practitioners and physician assistants becoming more critical in practices, SK&A has begun to build NP and PA specialty codes into its OneKey database to better target this prescriber audience. Physicians have become overextended in their practices with increasing patient volumes and national healthcare measures going into effect. As a result, NPs and PAs are taking over many physician responsibilities, including evaluating and diagnosing patients, ordering tests, writing prescriptions, and fulfilling a variety of other physician-related duties. [Learn more.](#)

## SPECIAL OFFERS

**Benefit from Complimentary OneKey Data Audit.** With 15 percent of prescribers moving, retiring or passing away each year, keeping your contact database current is a constant challenge. Submit up to 10,000 records to OneKey for a no-cost data audit and see how many of your contacts have aged. You will receive a report of the submitted records showing where the gaps and errors exist in your database. All the data matched to yours comes from OneKey's industry-leading healthcare reference database, which is updated every six months in OneKey's Irvine, Calif.-based Research Center. [Read more about this offer.](#)