

OneKey Video



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

Press Release

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

MARKET INSIGHTS

Survey Reveals Physician Access Trends and Preferences. Nearly half of U.S. physicians say they require or prefer appointments to be made by pharma sales reps prior to one-on-one meetings, while about 23 percent of doctors refuse to see reps at any time at any of their practice locations, according to this updated survey of the OneKey prescriber database. Use this report to identify see and no-see prescribers, improve engagement tactics, honor preferences and connect more often. [Download complimentary report.](#)

PHARMA INDUSTRY NEWS

Next-generation Decision Makers: Nurse Practitioners and Physician Assistants. With offices becoming more stressed from healthcare legislation and doctor shortages, NPs and PAs are becoming the new physician office decision makers, according to healthcare research firm Snowfish. Find out how this group of over 100,000 prescribers has become the prime target for pharmaceutical marketing. [Read more.](#)

Study: Doctors are More Approachable at Industry Meetings. Results from a survey published by Pri-Med show that despite low pharma-rep access at physician offices, sales reps have better chances for interaction at industry meetings. Doctors are probably more receptive outside the office, where they aren't pressed by schedules and surrounded by staff. Find out how much physician approachability increases at industry events. [Read more.](#)

One-third of U.S. Prescribers Use E-prescribing. Last month, results from an annual nationwide audit of electronic-prescribing use conducted by Surescripts were released, citing Massachusetts as the leading state in e-prescribing usage. The survey found that more than 200,000 office-based prescribers—or one out of every three physicians, nurse practitioners and physician assistants in the U.S.—now use e-prescribing. [Find out which states have the highest rates of e-prescribing.](#)

DATABASES AND RESOURCES

Which Physician Specialists are Most Likely to Open Emails? Second quarter results for SK&A's Email Performance Archive (EPA) are available now, with data reflecting campaigns for over 2.4 million records sent. The EPA is a quarterly updated reference that ranks the most sent, opened and clicked-through emails by specialty and campaign type for SK&A's deployed client email campaigns. Use the archive to track current healthcare marketing email trends and to plan your next campaign accordingly. [View the EPA results now.](#)

OneKey Feeds Pharma Sales Reps with Always-Fresh Prescriber Data. Field sales teams calling on doctors in medical offices now have a new resource to help them make better connections—OneKey, Powered by SK&A. This intelligent, bidirectional service creates an ongoing flow of up-to-date contact and profiling data. Users can plug-in for daily updates of data such as physician names, specialties, practice locations and affiliations, or they can submit change requests from the field to the OneKey Research Center and receive verification within 48 hours. [Read more about the OneKey data management solution.](#)

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. [Read more about this offer.](#)

