

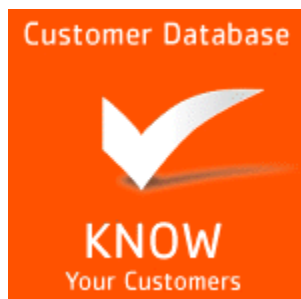
## Visit Us at These Events

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- ▶ [Cegedim Life Science Forum](#)
- ▶ [PharmaForce 2011](#)
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## Learn More About OneKey's Research Center



- ▶ [OneKey Research Center Tour and Phone-Verification Videos](#)



## MARKET INSIGHTS

**U.S. Oncology Marketing Trends Report.** Pharma promotion spend dropped by 10 percent compared to summer 2010, despite new product introductions, according to a new report by Cegedim Strategic Data. What caused the decline? This report also reveals the top five cancer categories in promotional spending. Find out which pharma manufacturers spent the most on promotion and how they spread their budget across marketing channels. [Download report now.](#)

## PHARMA INDUSTRY NEWS

**Cegedim to Hold Life Science Forum.** Join 150 influential thought leaders at the Cegedim 2011 Life Science Forum as they explore the future of innovation and its impact on the constantly changing marketplace. Attend a series of panel discussions, workshops and networking sessions. [Sign up for the event.](#)

**Doctors Go Digital in the 21st Century.** Whether it's iPads, tablets or smartphones, tech savvy physicians are embracing digital tools more than ever. Which apps are the doctors' favorites? Which devices have the highest adoption rate? [Find out from this short infographic.](#)

**Docs Like Pharma Dinners - With a Few Caveats.** According to a Sermo survey, a quarter of physicians avoid speaker programs partly due to the transparency of the Sunshine Act. Find out which therapeutic categories attract more doctors to dinner meetings and what physicians like or dislike about dinner meetings. [Read more.](#)

## 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, SK&A's 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.](#)

## SPECIAL OFFERS

**Get a Complimentary Data Audit for 10,000 Records.** About 14.2 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. [Get this offer now.](#)