

## Learn More About OneKey's Research Center



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## MARKET INSIGHTS

**How Pharma Promotion Influences Physician Prescribing Behavior.** Among the three most common pharma promotional channels, Meetings have the highest influence on physicians' prescribing intent compared to Detailing and Mailings. Over 50 percent of physicians reported an increased intent to prescribe after attending two types of meetings in 2010. [Which meeting types influenced physicians the most?](#)

**Hospital Providers Move More Often than Physicians.** Hospital directors and department managers move to a new location, retire or pass away at a rate of 18.1 percent each year—7 percent higher than doctors. This SK&A market insight report identifies 98 providers by job title and their annual inactive rate, and reveals the top 20 fastest growing job positions within hospitals. [Download now.](#)

## PHARMA INDUSTRY NEWS

**Top Oncology Influencers Named at Event.** Over 30 guests attended the "Key Influencers and their Networks in Oncology" event held on June 3 in Chicago, where Cegedim and SK&A presented key results from the Physician Connect Oncology KOL study, a syndicated nominative market research study profiling oncologists and their influence networks. [Read our press release](#) for details or [see pictures](#) from the event.

**75 Percent of U.S. Physicians Own an Apple Device.** A study by Manhattan Research indicated that 75 percent of physicians own some form of Apple device such as an iPad or iPhone. In 2011, the iPhone is the top smartphone platform adopted by physicians. [See other trends on physician adoption of Apple digital products.](#)

**Drug Makers Replace Sales Reps with Digital Tools.** To fill the void caused by the reduction of sales reps, pharma companies have launched a number of digital tools and mobile apps. Pharma companies aim to cut costs, supplement sales rep visits and overcome limited access with physicians using these digital platforms. [Which digital tools did pharma companies launch?](#)

## DATABASES AND RESOURCES

**Latest Counts for HCP Medical Licensure Data.** Maintain drug sample distribution compliance with Cegedim's Validator solution. Based on comprehensive medical license verification data from state, federal and association sources, you can gain access to 4 million reliable healthcare practitioner license records. Validator provides up to three state medical license numbers and up to two DEA numbers with the best name, consensus address, and expiry dates where available. See the counts of the available SLN, DEA, NPI, and ME identifier numbers for 21 professional titles. [View counts.](#)

**Manage Your Customer Master Data.** With Nucleus 360 master data management solution, you can gain a consistent 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 and Master Data Management white paper here.](#)

## 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.](#)