

Learn More About OneKey's Research Center



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Move Rate Report Shows Physician Turnover. Physicians move to a new location or practice, retire or pass away at a rate of 14.2 percent per year based on an ongoing four-year survey by SK&A. The move rate for 2011 fell 1 percent to 11.3 percent, indicating continued stability among doctors. This OneKey market insight report gives an assessment of 86 specialties and their annual inactive rate since 2008, and reveals the current 20 fastest-growing specialties. [Which physicians had the highest move rate in 2011?](#)

Physician Access Report. Updated every six months, the OneKey Physician Access report uncovers physicians' preferences and policies for visits by pharma sales reps, presented by specialty, office size and other variables. In the latest survey of 204,317 sites, diabetes specialists have one of the highest access rates.

[But which specialties are least likely to see pharma reps?](#)

PHARMA INDUSTRY NEWS

How Physicians are Contacted by Pharma Reps. The most common forms of pharma promotional channels are Detailing, Meetings and Mailing. Cegedim Strategic Data gives a breakdown of the three channels by contact volume. [Learn more.](#)

Measuring Physician Intent to Prescribe. A promotion audit conducted by Cegedim Strategic Data shows that some promotional channels that were less utilized have more influence on physicians' intent to prescribe. [Learn which channels are most effective](#)

MDs Prefer a Mix of Digital, Face-to-Face Marketing. A survey by Knowledge Networks revealed that physicians are relying more on technology but prefer sales rep visits to e-detailing. [What percent of MDs prefer sales rep visits?](#)

DATABASES AND RESOURCES

Access Always-Fresh Prescriber Data. Pharma sales reps can access and update physician data on the go with OneKey's intelligent, bi-directional service. Users simply have to log in for daily data updates and they can submit data change requests from the field to the OneKey Research Center for verification. [Learn more about the OneKey data management solution.](#)

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 About 14.2 percent of prescribers move, retire or pass away annually, potentially leaving you with an obsolete or outdated database.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 data-**