

OneKey Video



View Our Live
Verification of a Medical
Site

Press Release

? [Cegedim Integrates SK&A Data into OneKey](#)

MARKET INSIGHTS

Identify and Segment All U.S. Physicians with One Report. Interested in marketing a new drug to cardiologists in Arizona? How many physicians practice in that state who might prescribe the drug? Challenges like this are easily solved with OneKey, Powered by SK&A's "Physician Targeting and Segmentation" report. Draw from a comprehensive table that organizes the counts of 675,000 physicians by state and 89 practice areas. Use this report to plan for upcoming promotions by understanding where your primary targets are located and how densely they are distributed throughout the country. You can also see a list of the top 20 specialty areas with the largest number of doctors.

[Download complimentary report to see the results now.](#)

DATABASES & RESOURCES

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 connect more often—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.](#)

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.](#)

PHARMA INDUSTRY NEWS

Doctors Still Want Drug Samples Delivered In-person. Traditional face-to-face pharma-rep interactions are still preferred for sample drop-offs rather than e-sampling, according to a recent DTW Marketing Research study. In a survey of primary care physicians, results showed that 73 percent of respondents prefer drug samples to be hand-delivered by sales reps. [Read more about physicians' drug sample preferences.](#)

Physician Survey Reveals Preferred Sources for Pharma Information.

SDI recently released findings from its "Pharmaceutical Company Image 2010" report, with data that shows the sources physicians and other healthcare decision makers rely on most for pharma-related information. [Read more to see what sources ranked highest.](#)

Doctors Use Twitter to Share Info with Patients and Colleagues.

According to a study conducted by independent research university Case Western University, Twitter will soon become an essential tool for medical practices. The four-year-old social media website enables physicians to share useful sources and breaking healthcare news with their followers. Learn more about this growing trend and what it means to healthcare. [Read full story.](#)

SPECIAL OFFERS

Benefit from a 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.](#)

