

# IQVIA OneKey Powers Precision Targeting

*Which physicians are prospects for practice transitions?*

## Situation

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A consulting company with national reach helps traditional medical practices transition to concierge medicine and personalized care models. The company's success hinges on its ability to identify physicians primed for a practice transition. This includes those who are nearing retirement age and may want to step back from or sell their practices. It also includes recent graduates, residents, and doctors employed by health systems who may be interested in taking over a practice.

Identifying prospects who meet these criteria requires demographic data that is detailed and accurate.

## Challenge

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The consulting company's leaders were frustrated with the quality of email lists they had been purchasing. Email is a critical channel for recruiting physicians, and inaccurate or incomplete data was impacting campaign effectiveness. Emails were bouncing back; potential connections were being missed. The company set out to find a new data partner that could meet its needs for high-quality healthcare provider data.

Unwilling to take more chances, the company conducted a thorough evaluation, including proof-of-concept data testing using National Provider Identifiers (NPIs). Leaders wanted to gauge how another data set — namely, IQVIA OneKey — would compare to their own insights about existing recruits. IQVIA returned demographic details that proved data accuracy and completeness — along with the ability to identify other prospects for precision targeting.

## Solution

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The company has built a strong and enduring partnership with IQVIA OneKey. Each year, it licenses premium-level OneKey data and opt-in emails to identify and recruit physicians interested in transitioning their practices. The company also licenses additional data as needed to find and engage physicians in specific markets or regions.

Why does this consulting company continue to trust IQVIA OneKey? It comes down to three distinct advantages:

- 1. Data depth.** IQVIA OneKey healthcare provider database contains listings for more than 10.7 million practitioners, with 500+ data attributes that tell a robust story about each physician. These attributes include birth year, graduation year, and other demographic details essential to producing highly qualified prospect lists.
- 2. Data accuracy.** OneKey data is continuously updated and enhanced through a unique combination of primary research, transactional data, customer change requests, and trusted government and industry sources. In addition to conducting annual audits of the data, IQVIA maintains a team of 250 operators who make calls every day to update and verify it.
- 3. Supporting services.** Through the consultative relationship with IQVIA, the company benefits from quarterly business reviews to examine market trends, business changes, and emerging opportunities.

# Results

IQVIA OneKey has become a trusted resource as this concierge medicine consulting company continues to evolve. Having access to detailed, high-quality data has been instrumental in the company's trajectory, which included double-digit growth even amid the challenges of the COVID-19 crisis. In addition to six consecutive renewals — a testament to the company's confidence in and satisfaction with OneKey — company leaders routinely provide referrals to other organizations that also need industry-leading provider data.

### Countless referrals

Routinely provide referrals to other organizations that need industry-leading provider data



### Revenue growth

Year over year, double digit growth

### Trusted partner

Six consecutive OneKey renewals