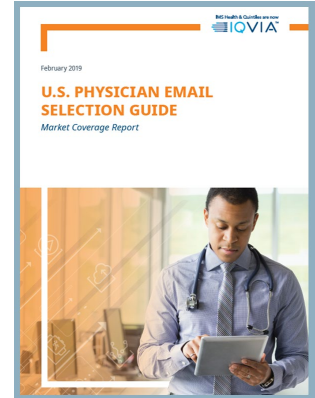




## Your Guide for Selecting Physician Opt-in Emails

Email remains a preferred channel for pharma and med tech brands for product alerts, recruiting, webinar, and other use cases. IQVIA now offers 2.4 million “self-reported” email addresses of providers matched to our OneKey database. See our coverage by practice specialty and domain.

[DOWNLOAD REPORT](#)



### 12 Amazingly Effective Email Subject Line Tips

The subject line is one of the most important elements of your marketing program. It's your first impression with your audience is key to determining your response and engagement. Put in the extra effort for more effective email subjects with these 12 tips. [Read More](#)

### Campaign Support for the Busy Healthcare Marketer

With IQVIA's email management services, you're in good company. We'll help you reach your target physicians, nurses, administrators or other providers. We have the experience to quickly review content, design, code, test, deploy and measure the results. [Read More](#)

### Who's Using Opt-in Emails and Why?

OneKey delivers the provider name, site name, specialty, parent company, class-of-trade, and many other data segments. See how several brands used these targeting options and the results.

**Client type:** Locum tenens

**Message:** Emergency physician staffing

**Target:** C-suite decision makers

**Open rate:** 17.03%

**Click rate:** 1.26%

**Client type:** Regional hospital

**Message:** Welcome new faculty

**Target:** Primary care and dermatologists

**Open rate:** 10.07%

**Click rate:** .82%

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Client type: Healthcare system

Message: Join our team

Target: Otolaryngologists

Open rate: 16.72%

Click rate: 1.74%

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Client type: Genetics

Message: Brain metastases

Target: Hematology/oncology MDs, nurses

Open rate: 9.0%

Click rate: .64%

For more information please email [onekeydatasales@iqvia.com](mailto:onekeydatasales@iqvia.com)

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