

Extend, Connect, Understand: A Practical Guide to Getting the Most Out of Healthcare Data

How reference datasets can revolutionize your business.



Summary

Table of contents

Authors

No market stands still for long. Insights and metrics that mattered 18 months ago are overtaken by more recent or unexpected events. This might be a result of everyday events, such as career moves, institutional mergers and acquisitions, or changes to the regulatory landscape. Or it might be a once-in-a-lifetime event like the COVID-19 pandemic accelerating the adoption of digital healthcare offerings. The booming popularity of telehealth has prompted otherwise independent medical groups to partner with, or sell to, corporate owners and Integrated Delivery Networks (IDNs).



All Green Elements are buttons. Click them to get the full experience

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Table of contents

Authors

Assessing prospects in an ever-changing healthcare market requires precise and up-to-date information. You need information that provides visibility to the full breadth of opportunities, sufficient depth to validate and understand target audiences and the market in which they operate, as well as the context to enable relevant, door-opening conversations.

To recognize the prescribers who matter most for your business or the key opinion leaders (KOLs) who must be influenced at a national and local level, means that only the best data will do. This eBook is designed to provide practical advice on how to choose – and how to use – the best reference data that will deliver tangible outcomes and engage your target audience.

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Table of contents

Authors

The very best data should be actionable data which is updated daily, audited, and secured from a trusted source. With data like this, you will be able to:

- **Extend** your coverage of healthcare professionals (HCPs), organizations, and affiliations
- **Connect** to a single reference data standard
- **Understand** customer access, value, and potential

In this action-oriented eBook, we will start with some practical use cases.



10.8 million
professionals



700,000
organizations



covered by the
OneKey Healthcare
Reference Dataset¹

Introduction

Table of contents

Authors

How to use healthcare data	7	→
How to choose the best data for you	9	→
Accelerating insights with thought leaders	11	→
How to get the most out of your data	14	→
Extend, connect, understand	18	→
Conclusion	20	→

Introduction

Table of contents

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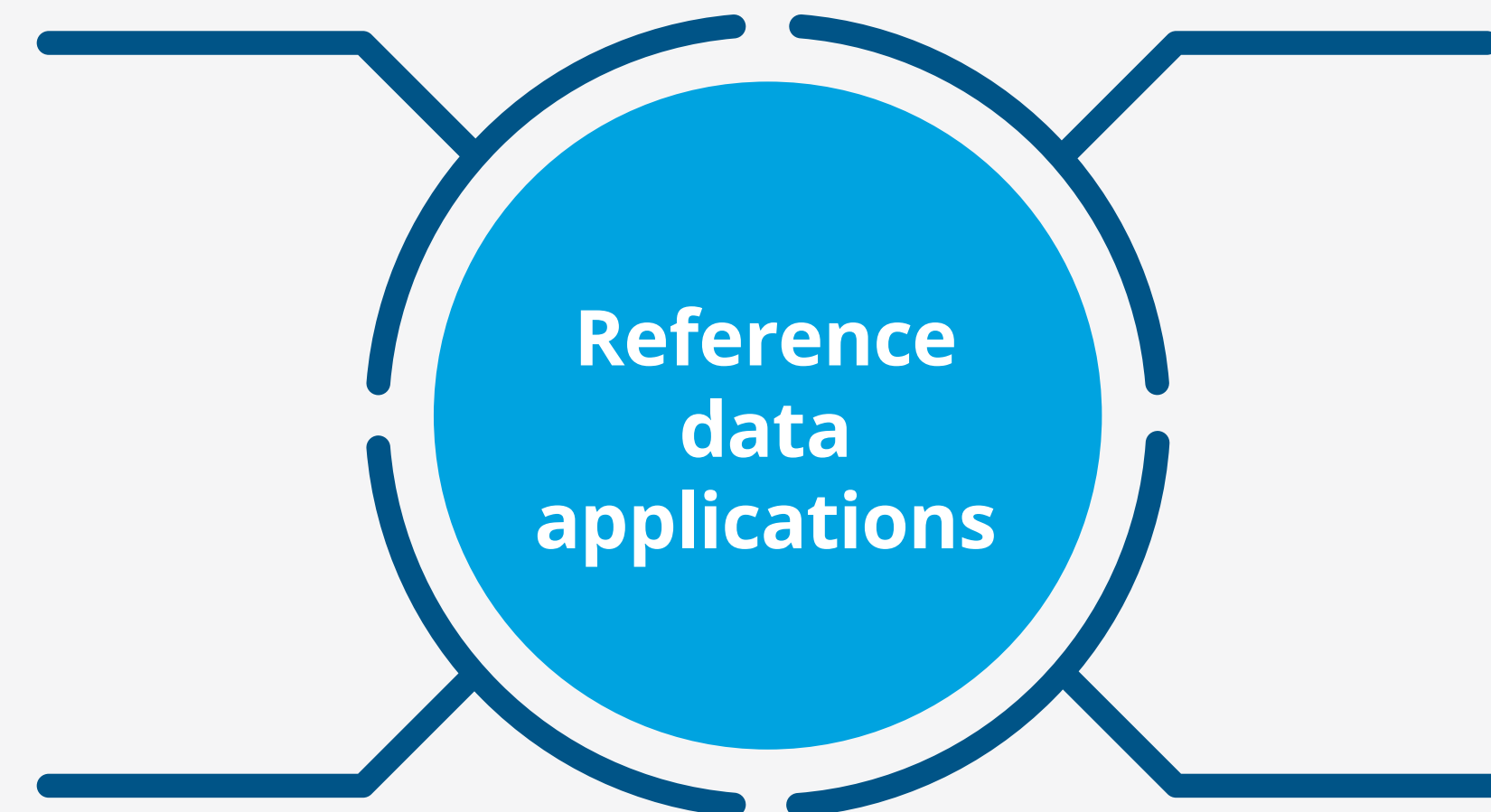
CHRIS LUNDGREN

IQVIA, Associate Director, OneKey

How to use healthcare data

Is your sales and marketing outreach lacking a personal touch? Are you struggling to identify the decision makers who really matter? Are you looking to identify new market opportunities?

Broadly speaking, reference data can be applied to the following needs:

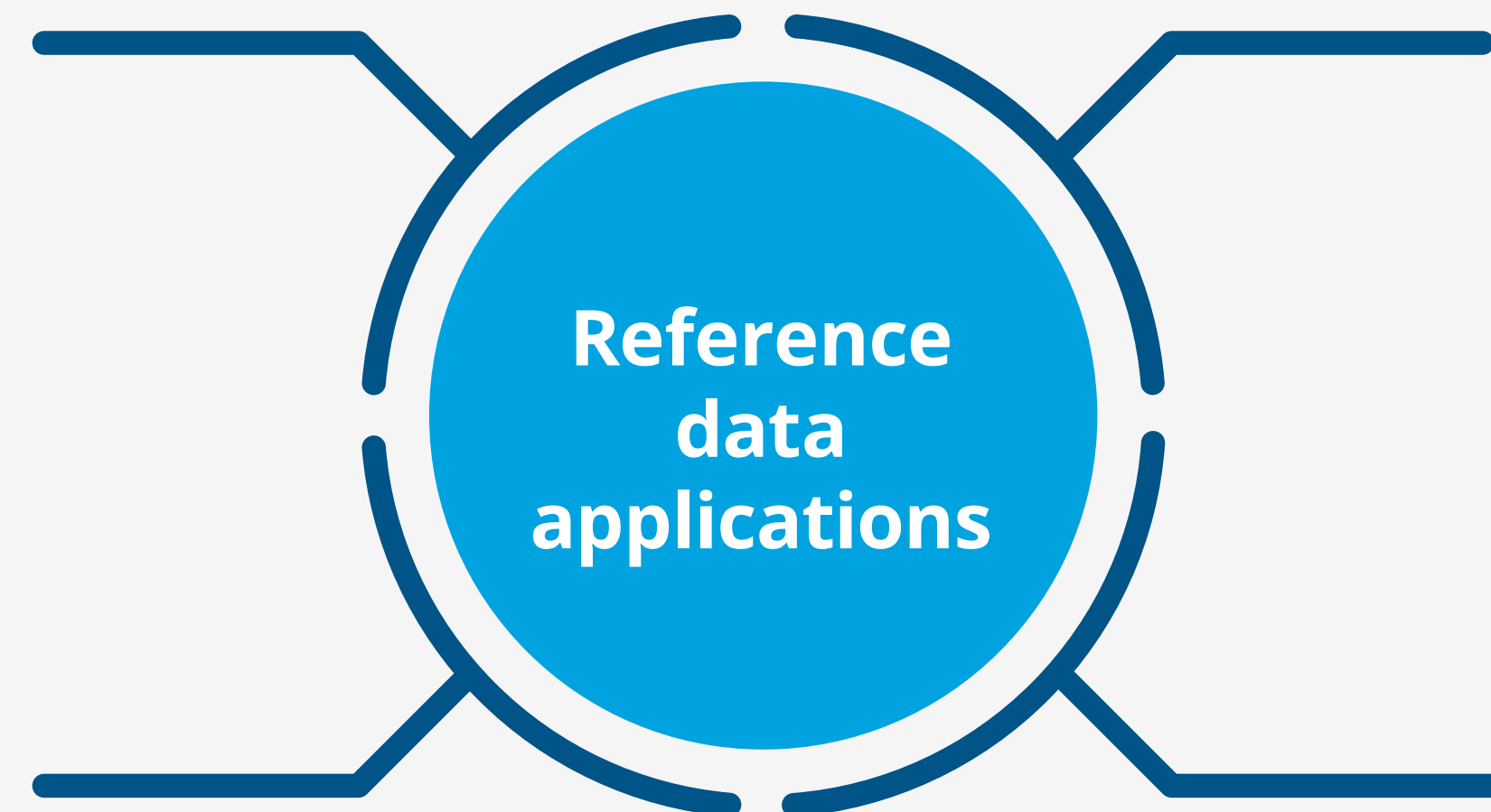


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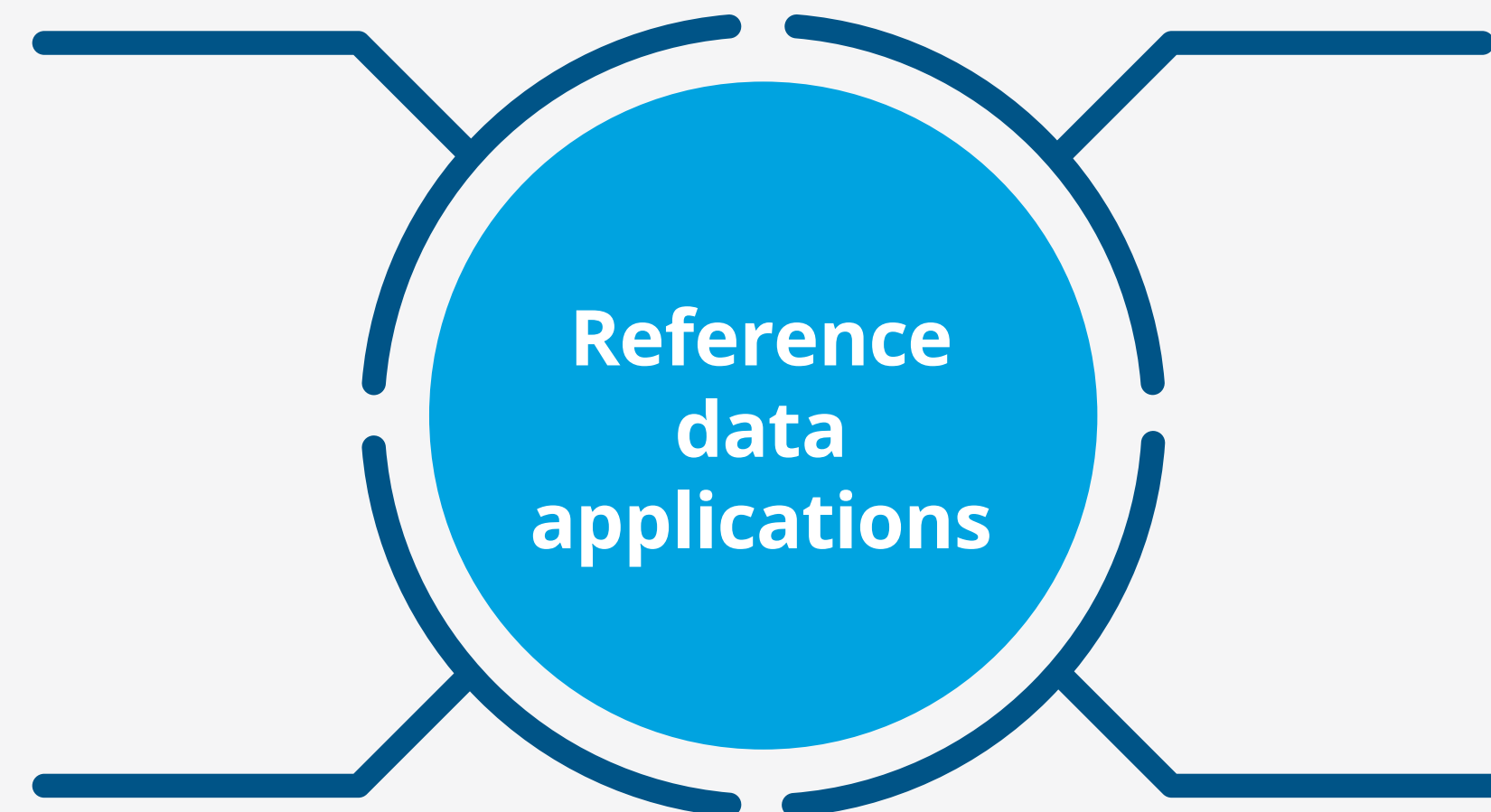


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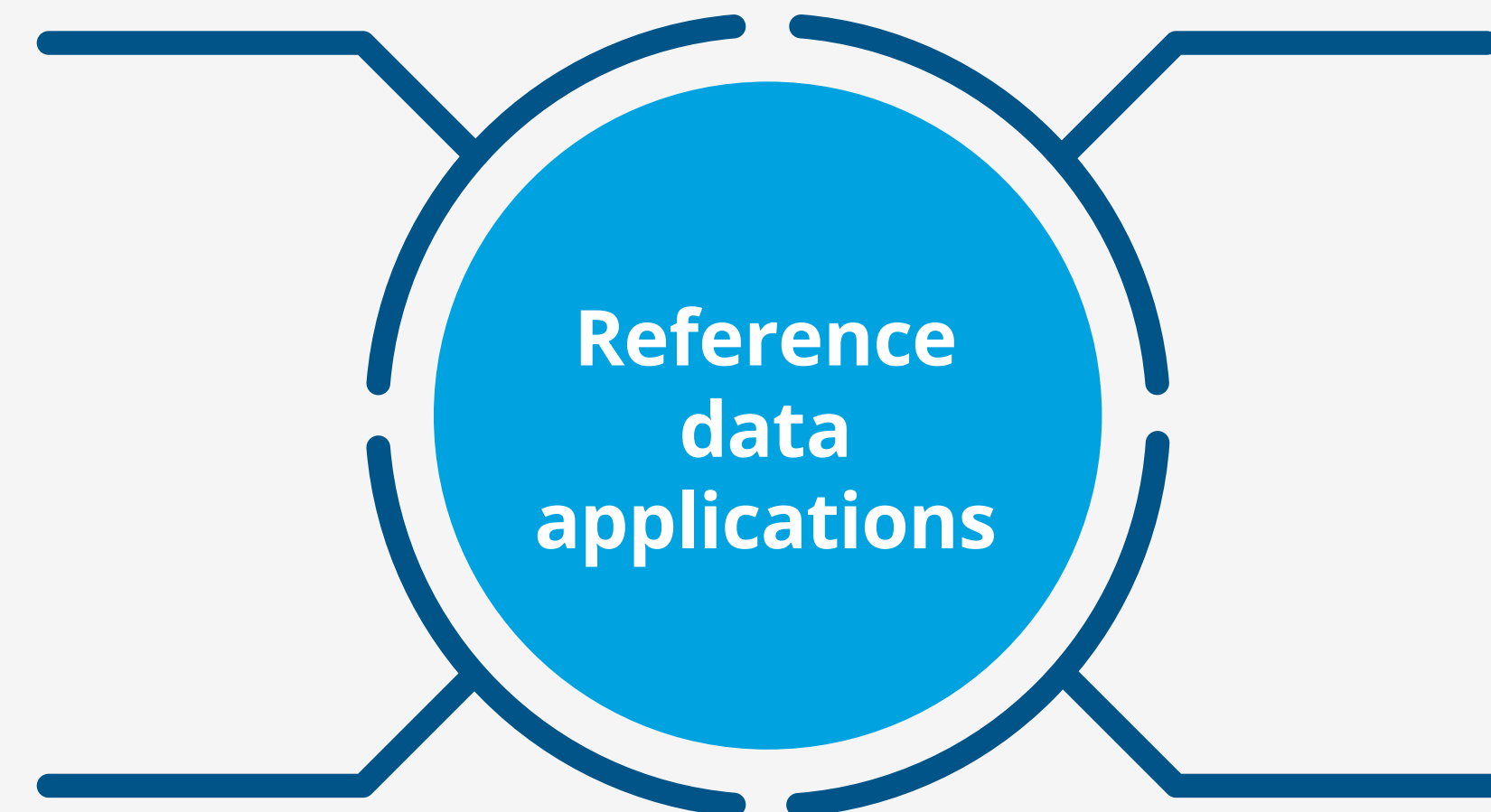


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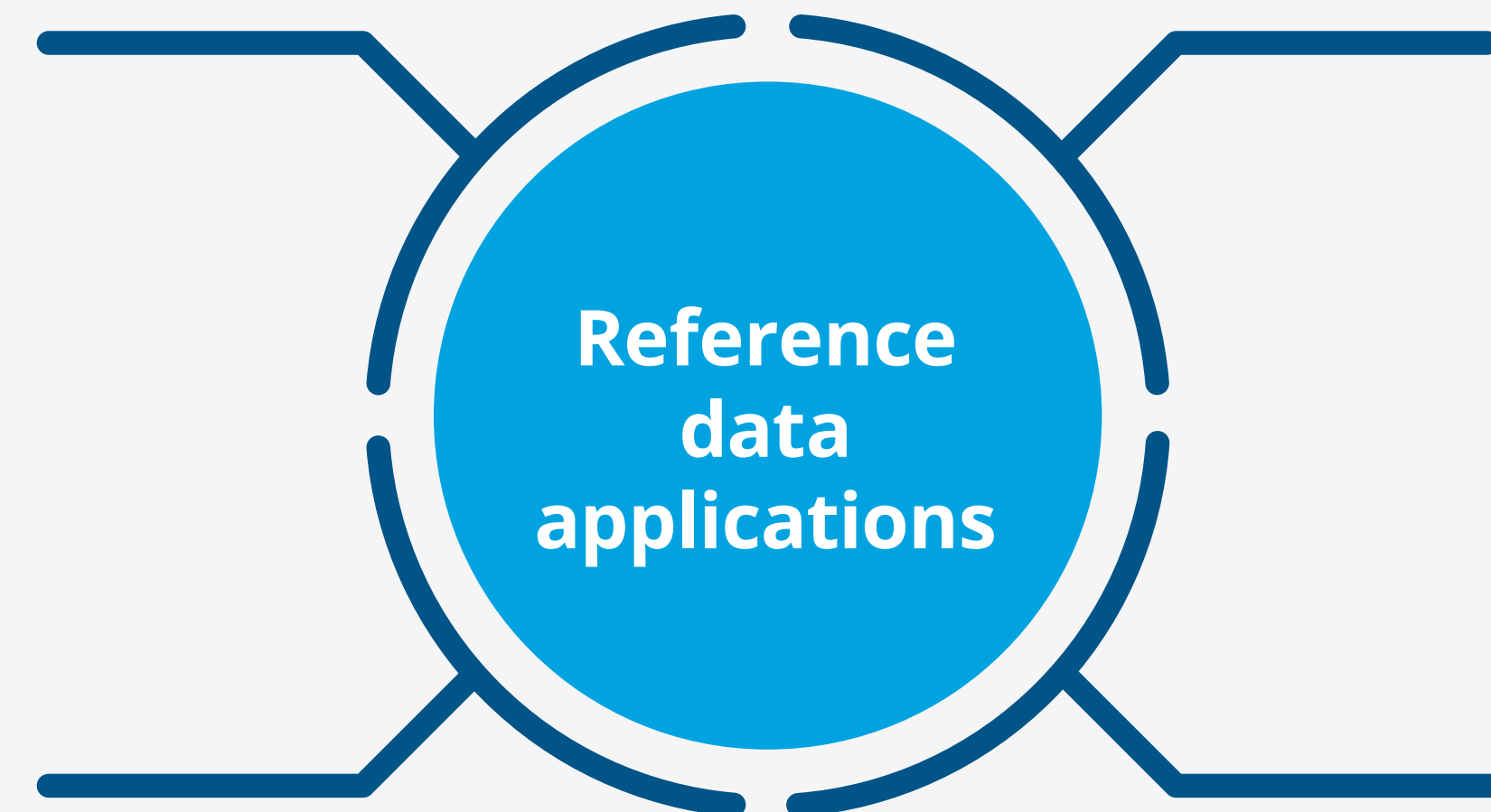


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How to use healthcare data

These use cases are likely applicable to organizations seeking to bolster their market knowledge and reach. Another way to think about the potential of reference data is to look at the opportunities through the prism of specific audiences.



2.7M OneKey email addresses include both business and personal domains

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INSURANCE



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HEALTHCARE CONSULTING

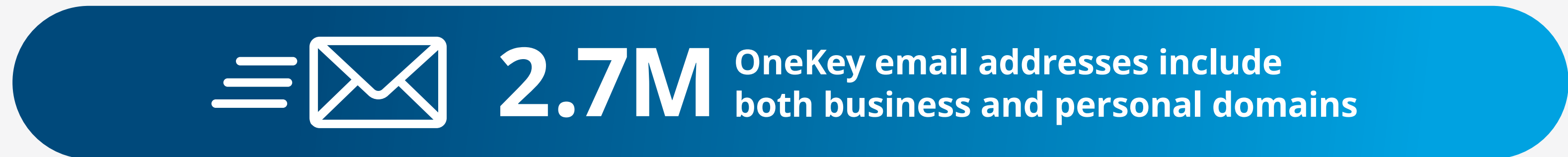


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HEALTHCARE ORGANIZATIONS



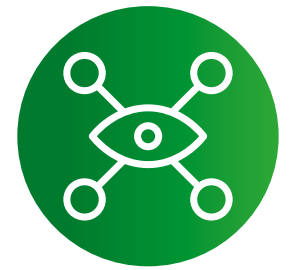
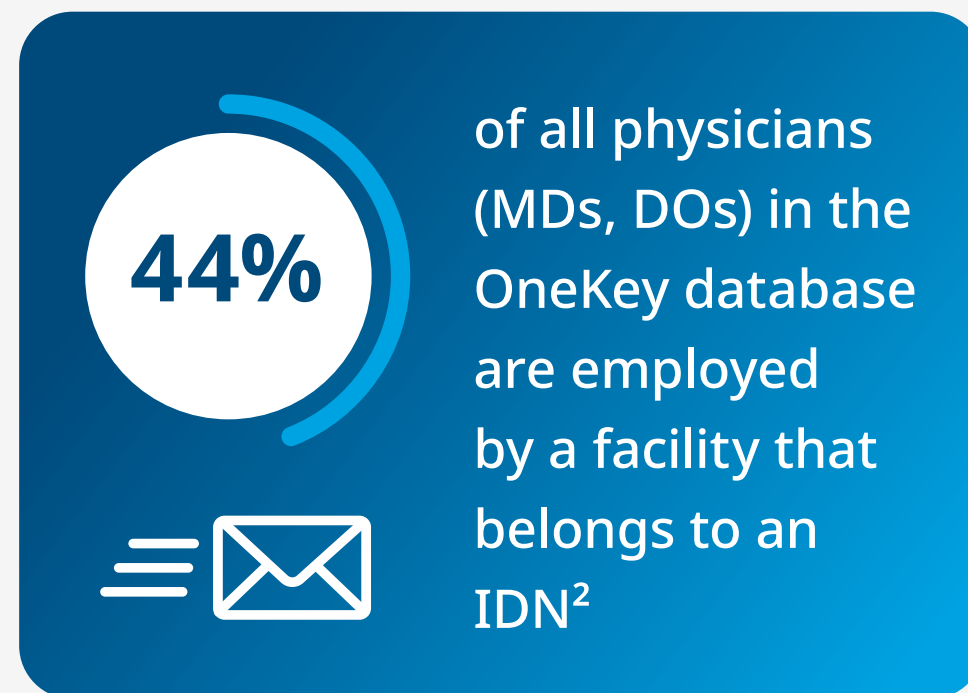
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How to choose the best data for you

Is out-of-date data costing you sales opportunities? Are you missing key insights into individual HCPs? Are you paying for data that is failing to deliver results?

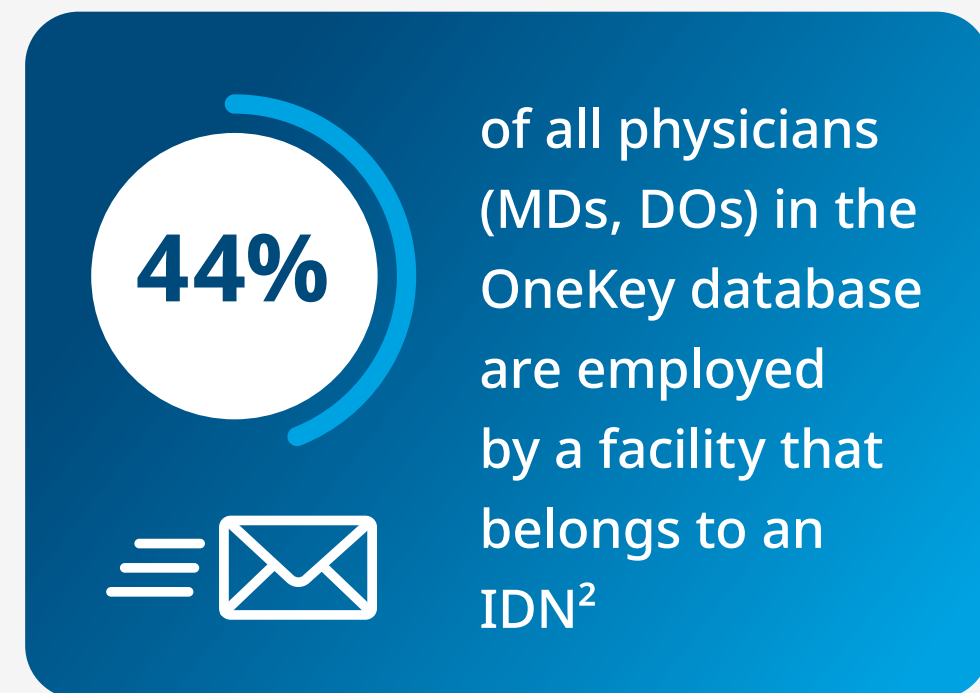
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A

Quality

WHAT CONSTITUTES SUPERIOR DATA AND HOW TO FIND IT.

Quality encompasses the two factors we are going to explore next – the breadth and depth of the information required and access to the attributes that truly matter to meet your goals. In addition, quality data means it is up-to-date data. As we have already explored, good data can turn bad over time, which is why at OneKey, we employ 785 global operators to check our data daily.

289 of these operators work on U.S. data specifically.

The best way to investigate the quality of the reference data you are considering is to test it – try before you buy. Most providers should offer a database sample to cross-reference with in-house intelligence, or allow customers to run a test email campaign based on a portion of an overall list. In both

cases, customers might wish to compare one provider with another by assessing equivalent databases or carrying out simultaneous tests.

Trial access to online data portals and reference to industry benchmarks – such as the Bureau of Publication Audits (BPA) in the publishing sector – are other means of testing quality.

B

Coverage

C

Cost

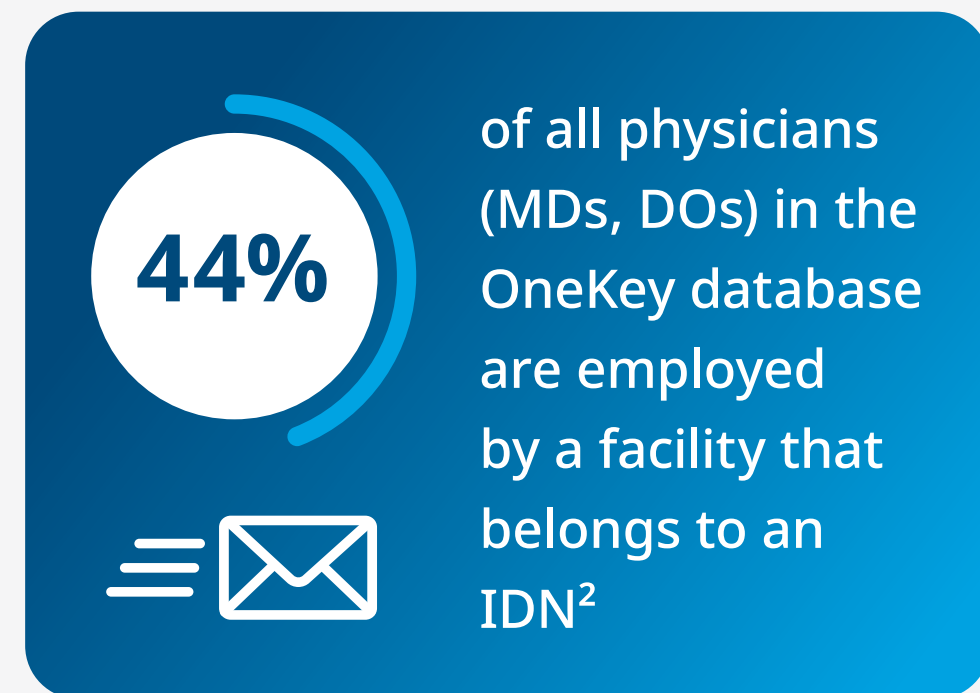
D

Attributes

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A	Quality
B	Coverage
EXTENDING REACH. In order to understand the decision-making behaviors of HCPs and the organizations they work for, customers need a complete and integrated view of the entire healthcare environment. Disparate information sources or information limited to the specific organizations will prove to be insufficient. Instead, it is the combination of the hundreds of thousands of healthcare organizations and the millions of HCPs – by specialty and at a national and local level – that makes a difference. It means being able to link prescribers and their many locations to their affiliations with group practices, hospitals, clinics, and other healthcare provider organizations.	
C	Cost
D	Attributes

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- A** Quality
- B** Coverage
- C** Cost
- D** Attributes

THE HEALTHCARE FIELDS THAT REALLY MATTER.

The best reference data goes deep, not because more is always better, but because granular insights into a doctor or another health professional shed light on the market

and your brand's place in it. These data points will include – and go beyond – the hours they operate, their location and contact details, their status as part of an

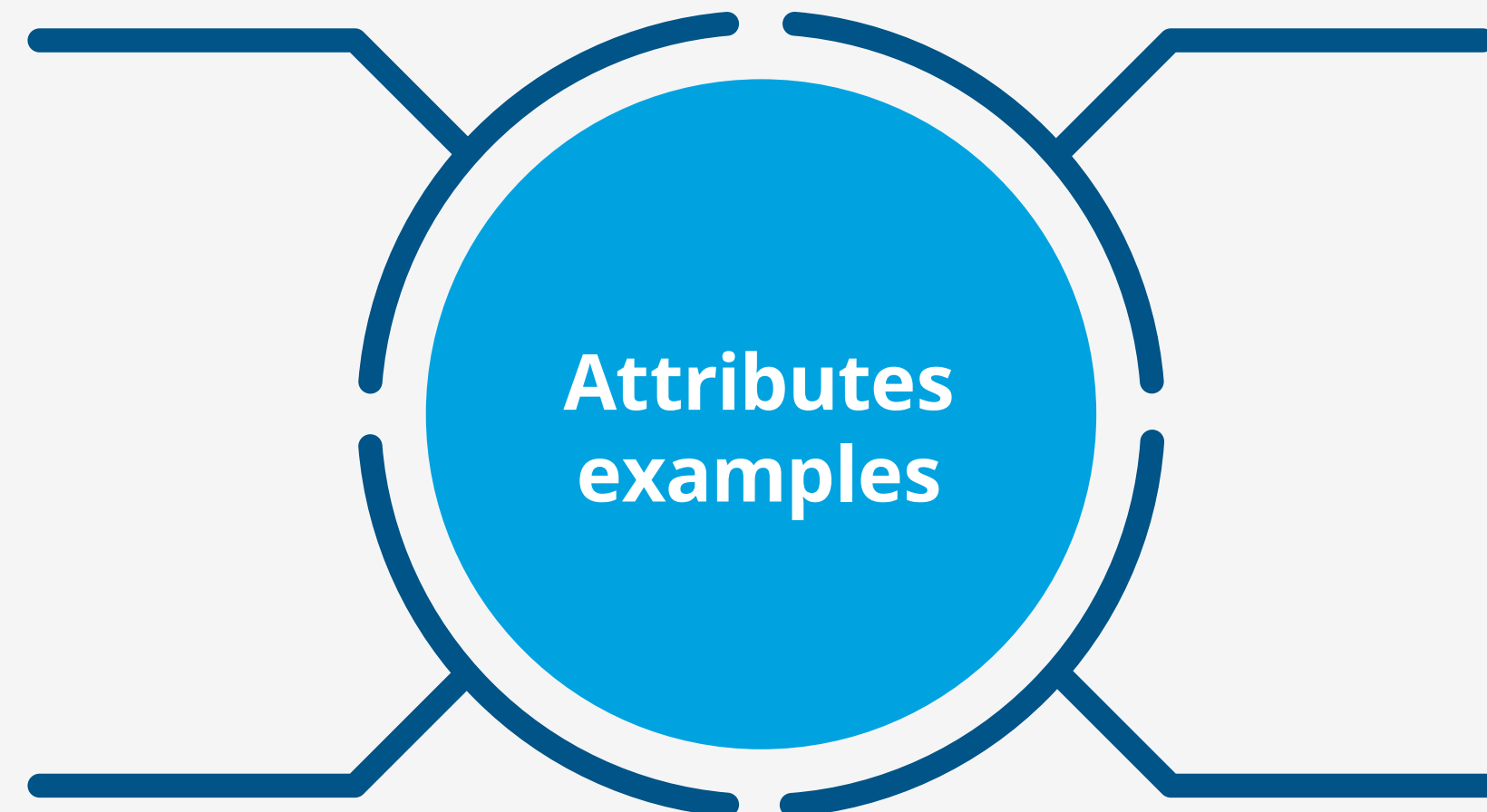
independent practice or a larger IDN, the electronic medical records software they use, the procedures they have diagnosed, and the diagnostic procedures they use.



How to choose the best data for you

But why does all this information matter? Because every attribute tells a story – and some only tell stories in combination. For example, a doctor working in a small practice is more likely to have decision-making autonomy compared to a peer working in a larger organization. Similarly, a preference for particular procedures is likely to point to a future deploying similar procedures.

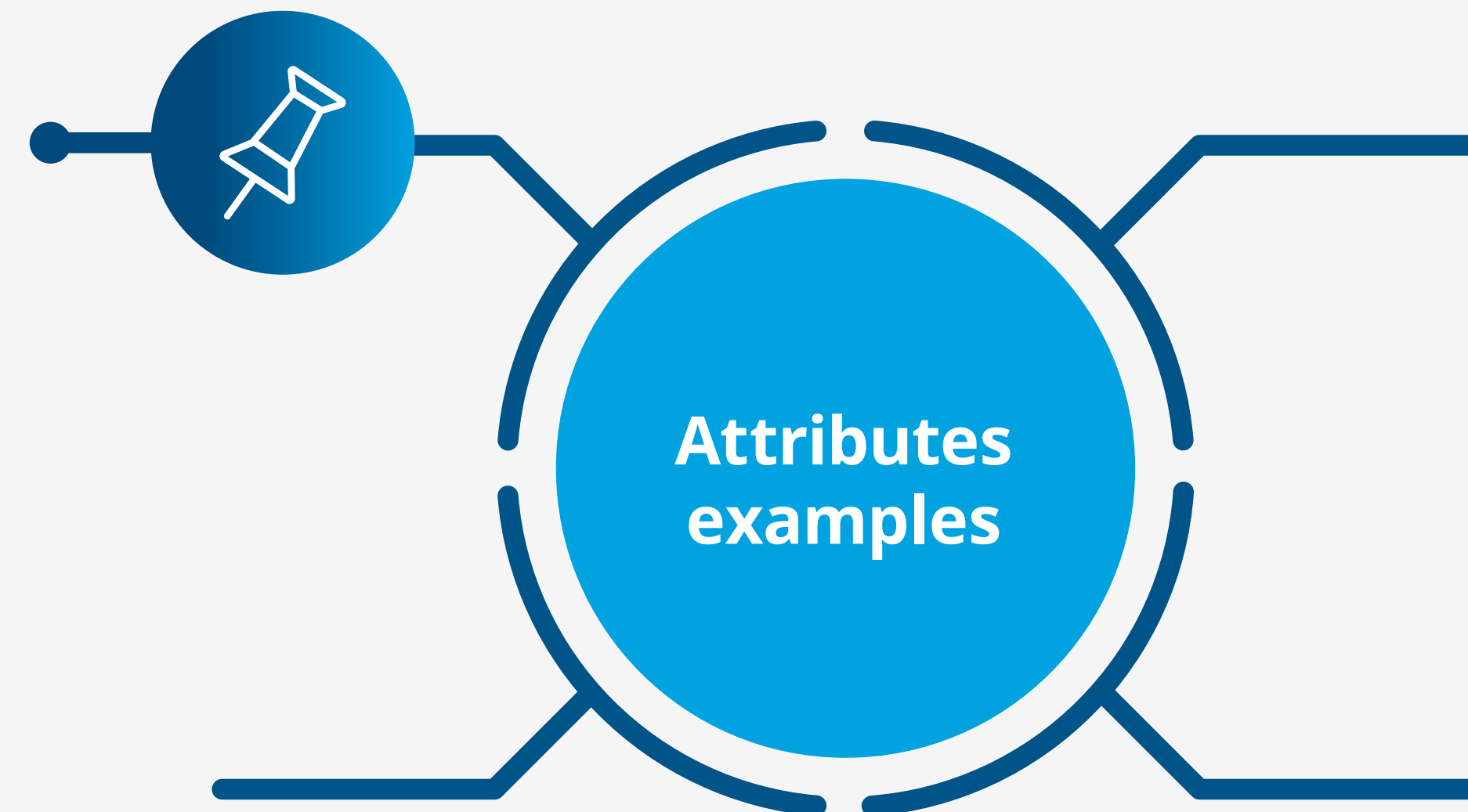
Consider these other example attributes. It is not an exhaustive list, but provides a sense of what to demand from your provider.



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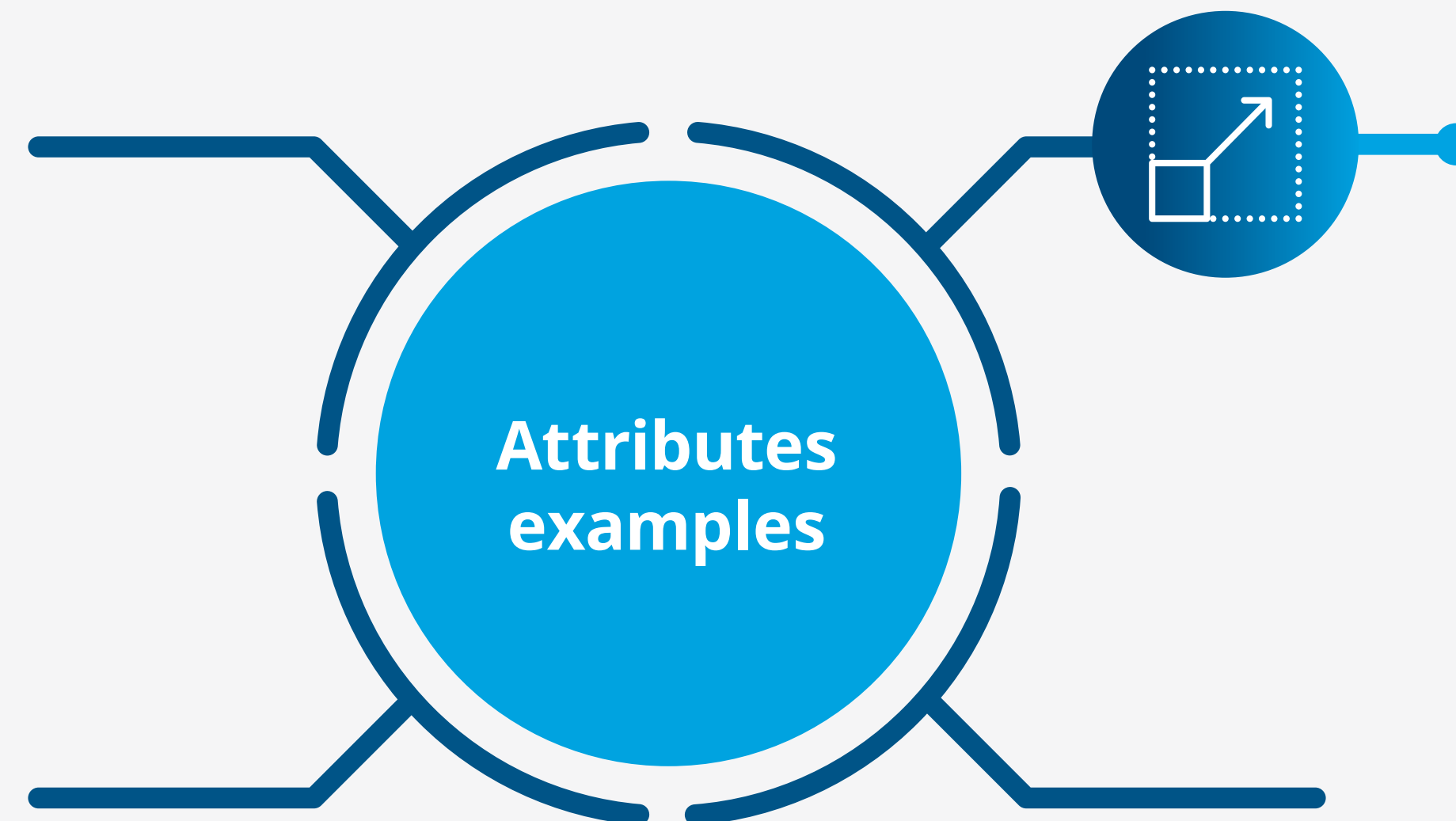
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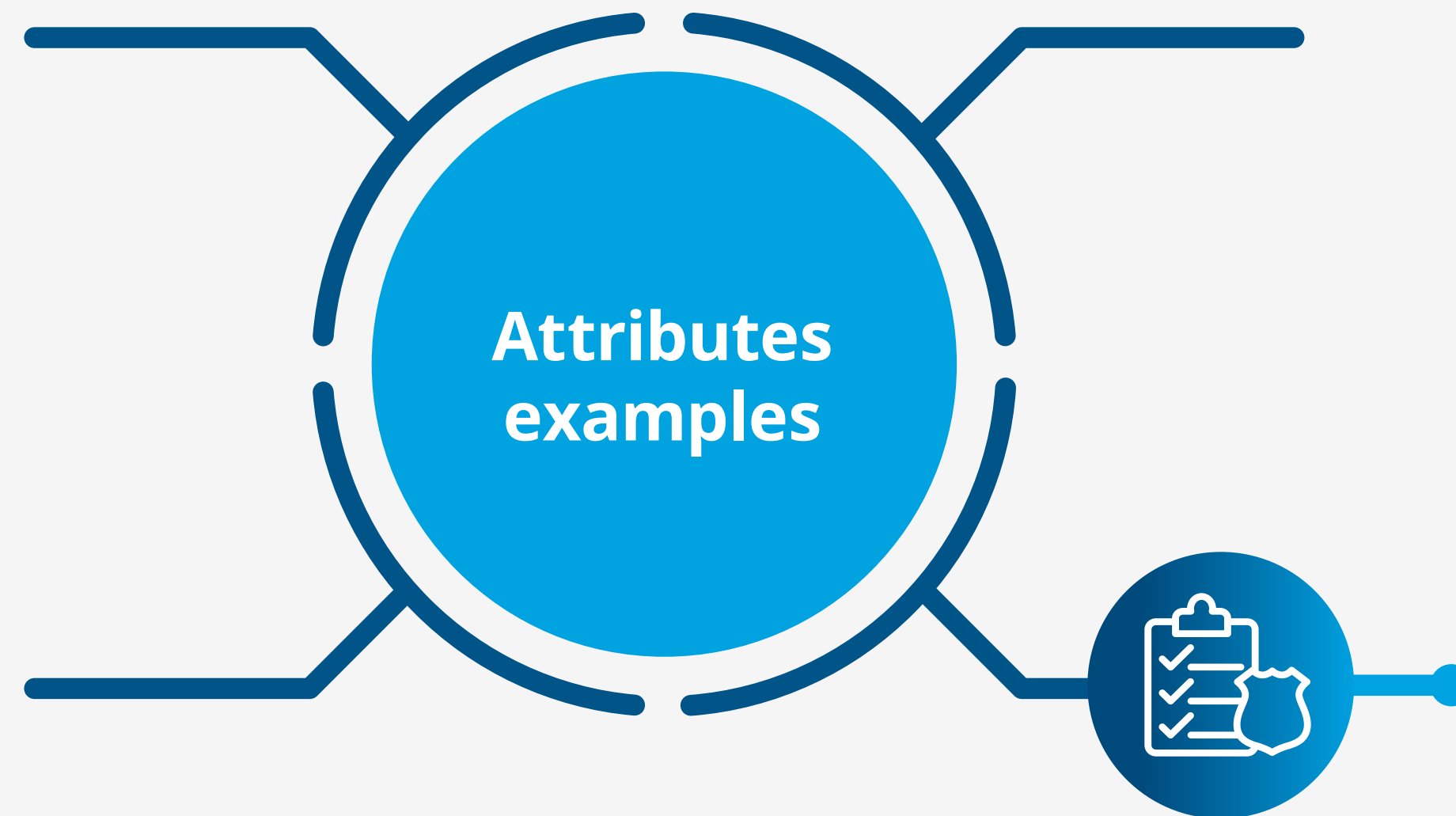
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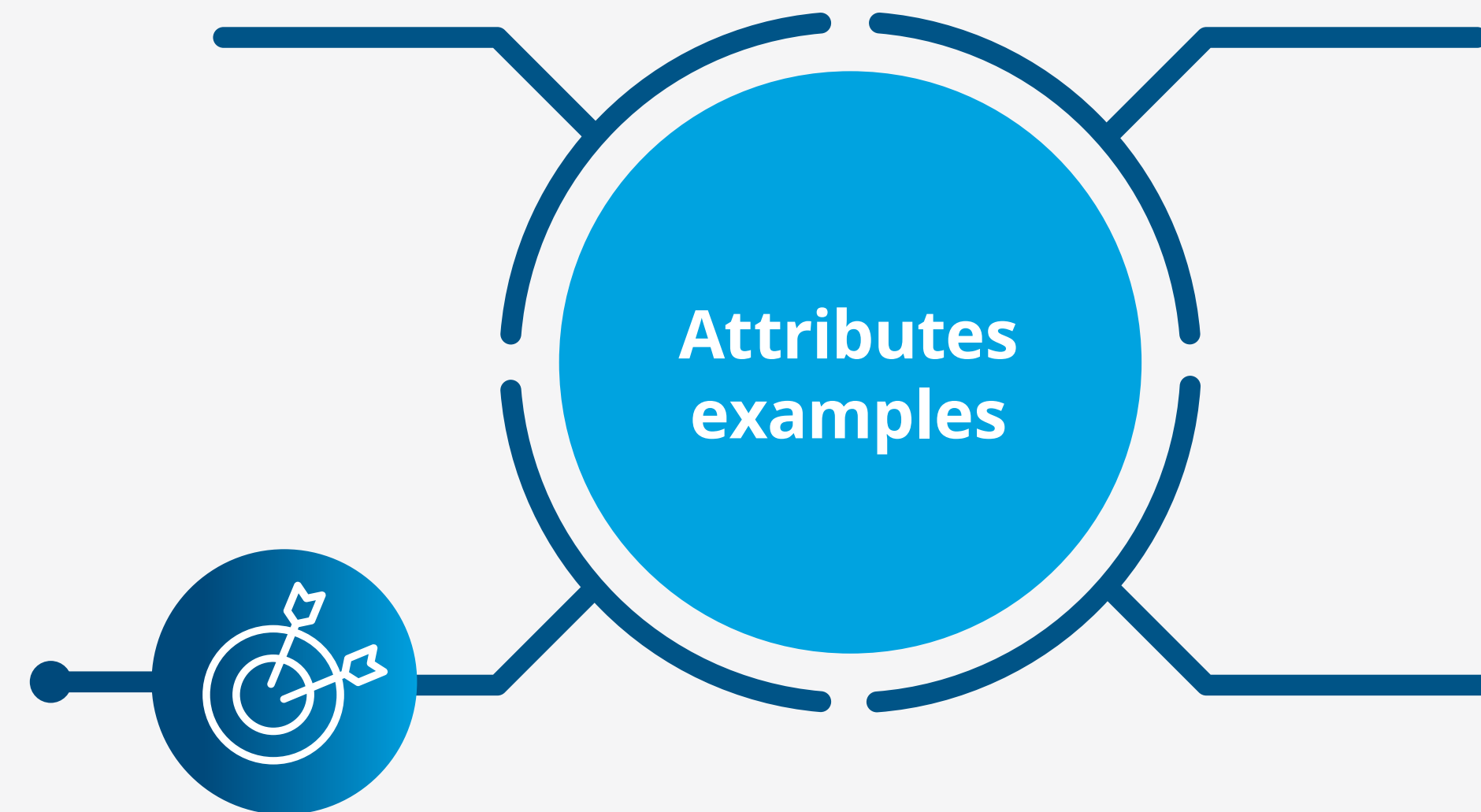
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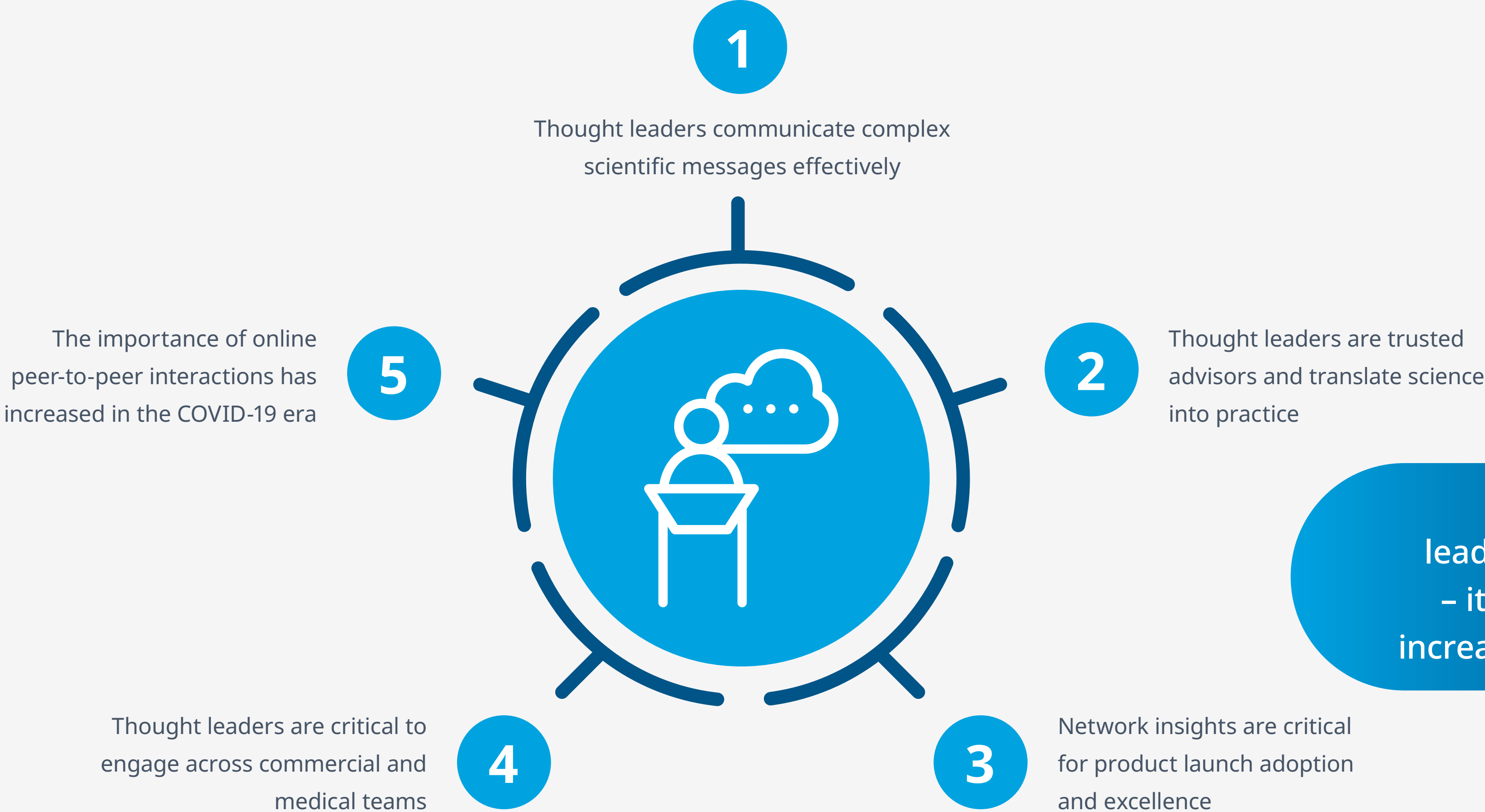
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Accelerating insights with thought leaders

The rationale behind using national, regional, and local thought leaders is based on five foundational truths:



When you leverage a thought leader – often referred to as a KOL – it energizes your brand, helping increase engagement and adoption.

Accelerating insights with thought leaders

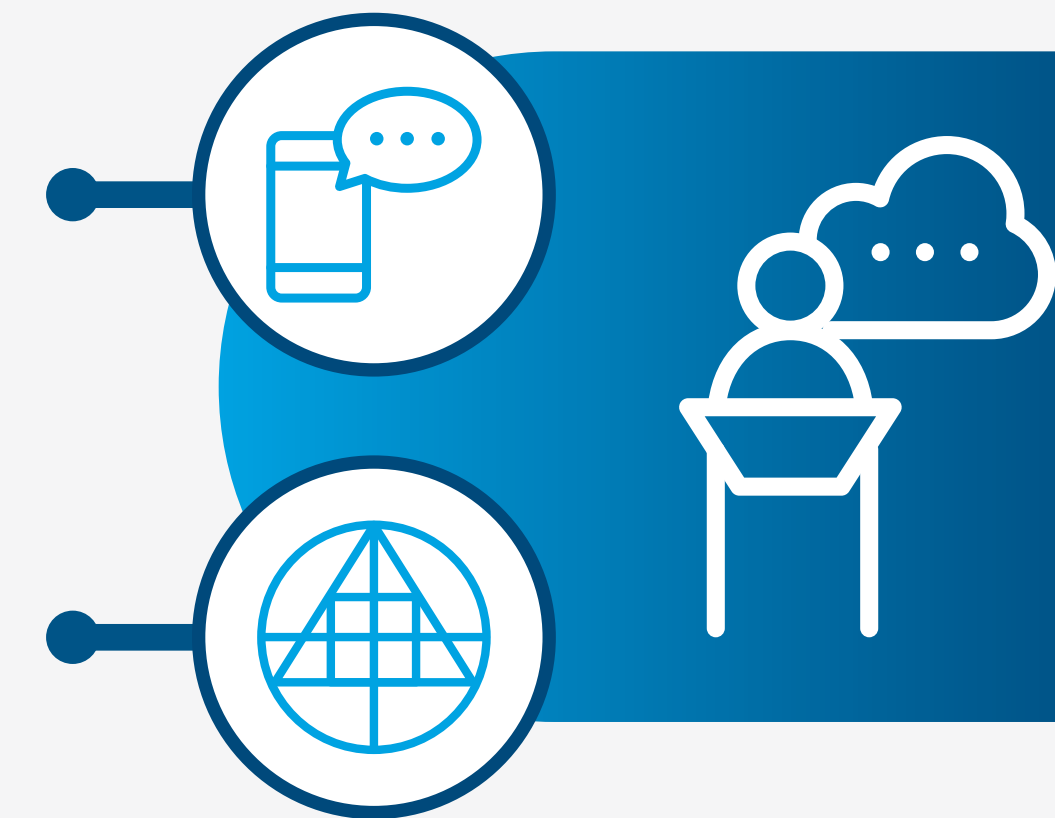
IDENTIFYING THOUGHT LEADERS

How do you tap into these thought leadership networks? How do you identify who are the best people to reach?

The first thing to consider is that in an era of embedded digitalization, the criteria to determine who would be considered a thought leader is changing. Some established KOLs prevail, but thanks to the increased impact of digital and social media, new and emerging experts are proving increasingly influential, some of whom customers might not have previously considered a thought leader.

These new dynamics are driving an increased need to identify thought leaders across two dimensions: The traditional, scientific landscape, but now within the new, digital landscape as well. Your provider should be looking across both dimensions, monitoring digital channels including social media, news, and blogs, as well as scientific channels including PubMed, ClinicalTrials.gov, ResearchGate, CMS.gov, the Sunshine Act transparency reports, publications, and conferences.

Once potential thought leaders have been identified, you will need to assess their capabilities. That means being able to score them by their presence, activity, and audience.



Accelerating insights with thought leaders

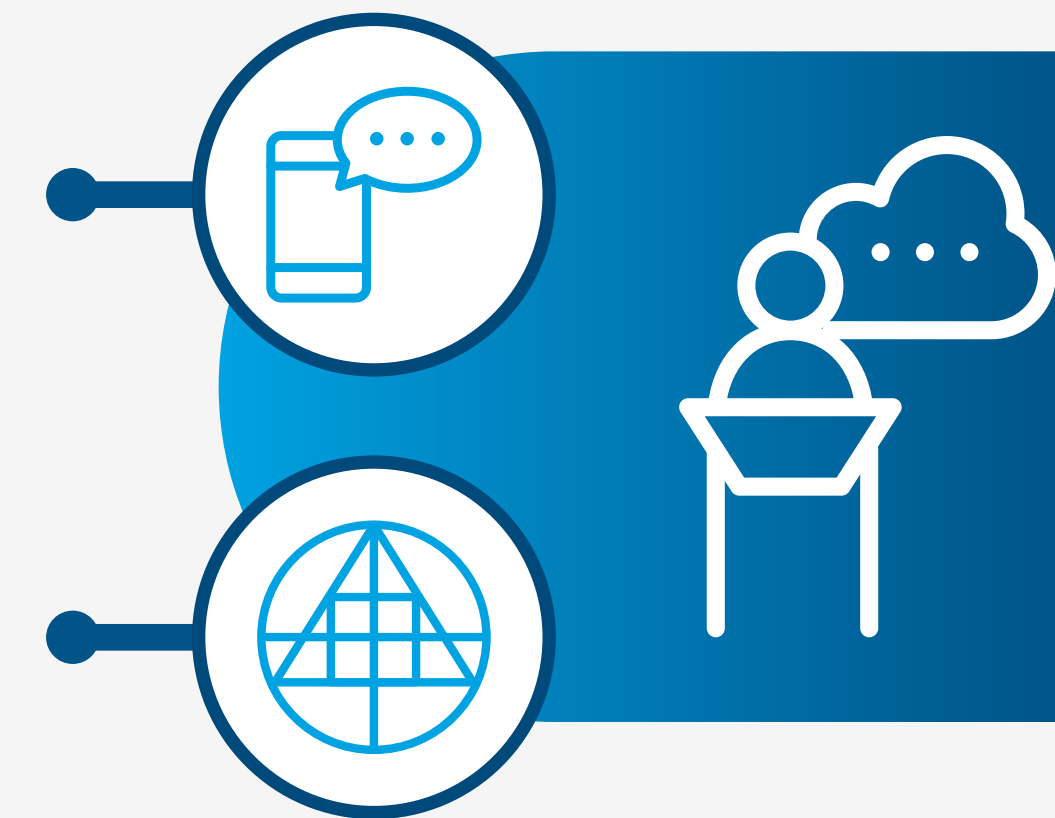
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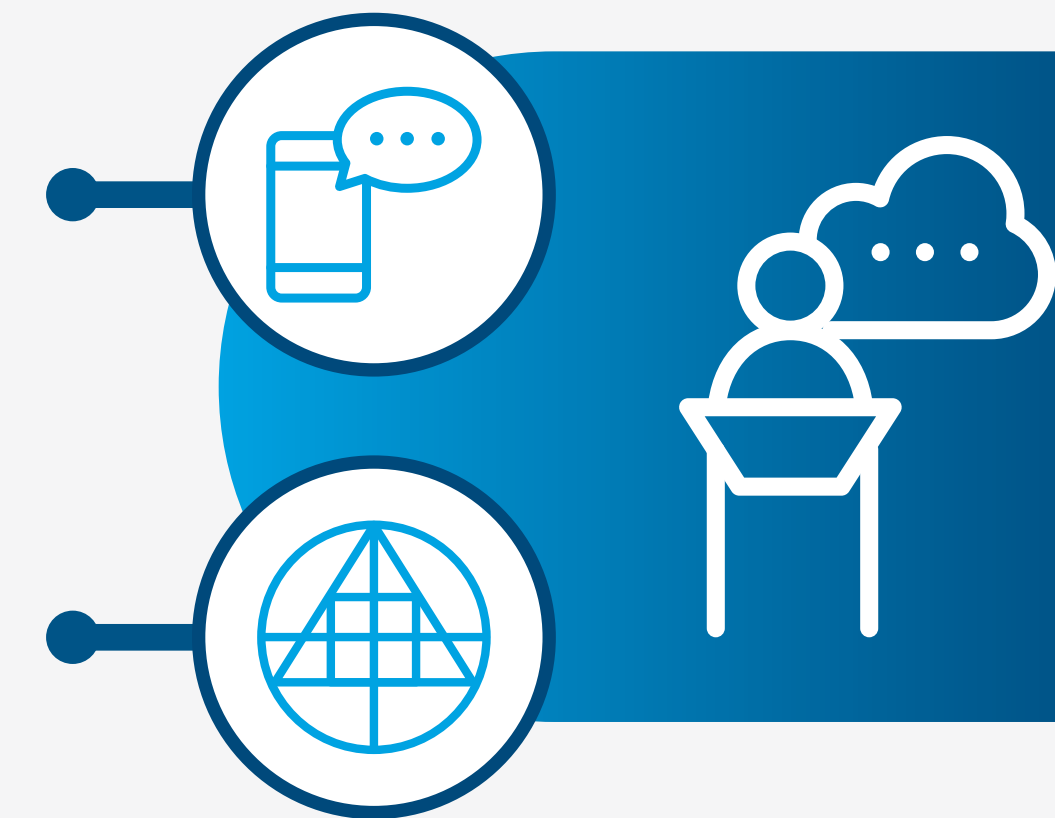
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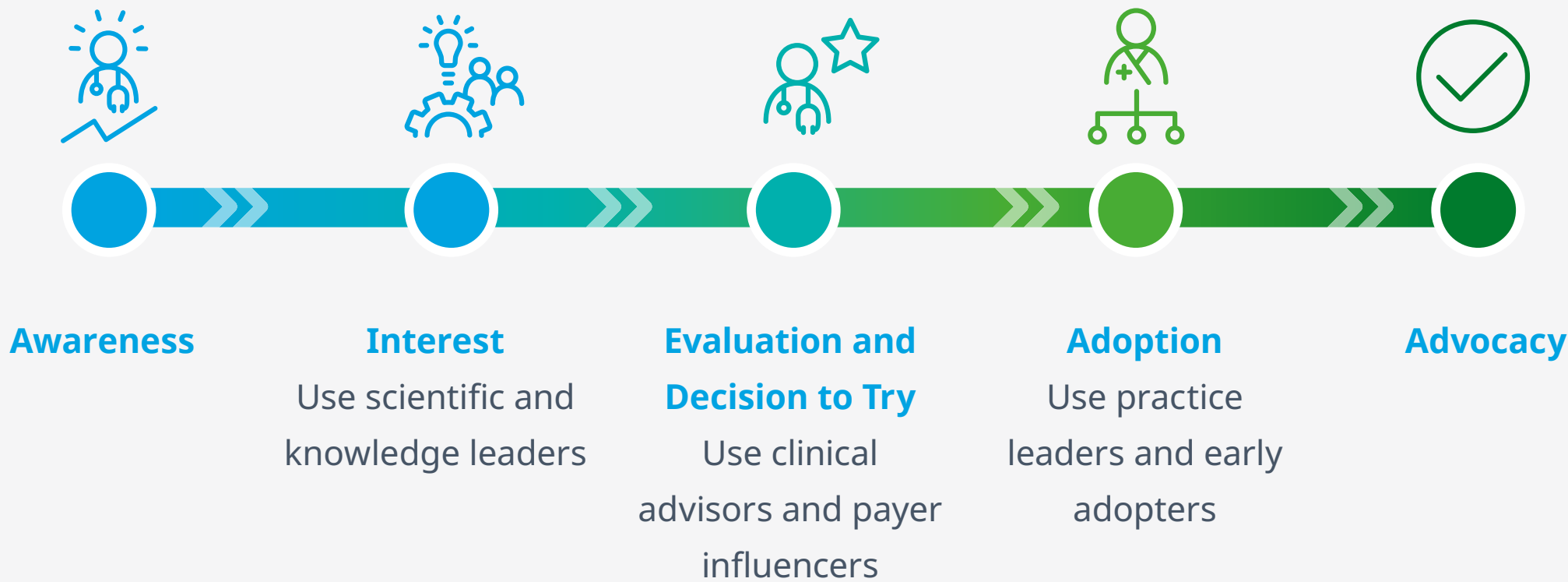


Accelerating insights with thought leaders

HOW TO GET THE MOST OUT OF THOUGHT LEADERS

Once identified and selected, it's time to map thought leaders across the product adoption lifecycle. This approach provides value for all stakeholders and drives greater engagement.

If you consider the lifecycle running from 'awareness' to 'advocacy,' it makes sense to map the following types of thought leaders to these specific stages of the cycle:



Ultimately, to get maximum use from thought leaders, follow these four key steps:

- 1 Align and validate thought leaders to brand strategy**
Use advanced analytics to identify, profile, and segment medical experts and their professional networks to align with brand strategy.
- 2 Link medical experts to practice and evaluate performance**
Link practice networks to medical expert networks in order to map target HCPs to medical expert segments.
- 3 Align thought leader segments to personas**
Align medical expert and practice network engagement for commercial and medical affairs teams.
- 4 Orchestrate engagement**
Deliver personal and non-personal omnichannel campaigns.

To optimize the cycle, use engagement metrics from previous campaigns to inform dynamic targeting for future campaigns.

How to get the most out of your data

What's the best way to judge success when integrating new datasets? How do you make the most of email marketing opportunities? Are your email activities failing to avoid spam filters?

In the previous sections, we discussed how to select the best reference data for your needs. The next challenge is to understand how to best apply these data for maximum impact. Broadly, this means using reference data either to enrich existing datasets or to reach and engage the most relevant audiences. Often it will mean using a combination of the two.



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A

Enriching datasets



Most in-house databases are imperfect. Even if they were once in good shape, quality is likely to erode over time as organizations evolve through mergers and acquisitions, as people move roles or retire, and as your business needs change. Enriching existing datasets is one of the fundamental benefits of drawing on third-party reference data. Among the gaps you will want to fill are updating missing or old addresses as well as identifying current affiliations.

Also consider the value of supplementing the intelligence you already possess with a National Provider Identifier (NPI) number. NPIs are an industry standard, universal identifier – a unique

10-digit number issued to healthcare providers in the United States by the Centers for Medicare and Medicaid Services. Knowing a provider's NPI helps to understand the relationship between practitioner and organization. Similarly, understanding a corporate parent's span of control and influence over a healthcare site will provide insight into the degree to which an individual HCP has influence over prescription choices.

Remember, the more information you have, the more questions you can both ask and answer. When you enrich your data, you will also be able to actively clean it by de-duping, deleting, and updating your contacts.

B

Reaching and engaging relevant audiences



CRAFTING THE MESSAGE: EMAIL BEST PRACTICE



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Enriching datasets



B

Reaching and engaging relevant audiences



Email can be both an intimate and mass audience activity. Intimate because if you get the audience, message, and language right, an email direct to a recipient's inbox is more personal than most other forms of communication. It can also be a mass audience activity because you can reach

thousands, tens of thousands, even hundreds of thousands of contacts in a single campaign.

Creating the ideal email requires a combination of the perfect list, expert messaging and presentation, and an understanding of how to avoid spam filters.

CRAFTING THE MESSAGE: EMAIL BEST PRACTICE



How to get the most out of your data

Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read. In other words, put yourself in your recipients' shoes and consider the following guidelines:

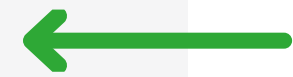


Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read.
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Speak the language of your subscribers, particularly the voice they use when speaking with their colleagues

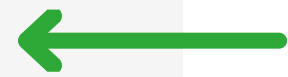


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Craft a subject line that draws readers to click open; an unopened email is an email that has failed no matter how good the message is inside



Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read. In other words, put yourself in your recipients' shoes and consider the following guidelines:



Hold your readers' attention. After you've gotten the reader to open your message, don't be so cryptic in the body copy that they have no idea what you're trying to say



Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read. In other words, put yourself in your recipients' shoes and consider the following guidelines:



Include main points and keywords that are likely to resonate with your audience towards the beginning of the subject line and body copy

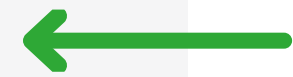


Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read. In other words, put yourself in your recipients' shoes and consider the following guidelines:



5 Include language in your subject line and body copy that implies a sense of urgency



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When crafting your email, make every word count, ensure that it is eye-catching, and easily read.
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Use preview text in conjunction with the subject line to increase open rates. Preview text is supported by most major email applications. Keep it on the shorter side

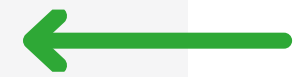


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Consider using numbers in your subject line. Numbers are visually magnetic

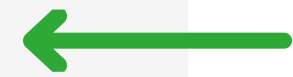


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Write quality code. Poorly written HTML will prevent spam filters from properly reading your email, potentially triggering the filters to send it into spam folders as a precaution

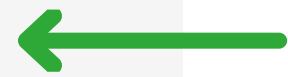


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Optimize the email for mobile. More than 60% of physicians open emails on a mobile device. Consider a single column format so it is easier for a reader to scan



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Account for multiple email clients. Focus on consistent branding and readability



Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read. In other words, put yourself in your recipients' shoes and consider the following guidelines:

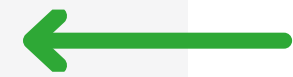
Avoid web fonts. Use universally supported fonts such as Arial, Courier, Times New Roman, Tahoma, Trebuchet MS, and Verdana



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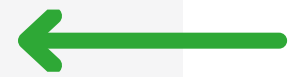
Make sure the email does not exceed 700-pixel width. This should provide ample space for content and will fit into most web, desktop, and mobile clients



Crafting the message: email best practice

When crafting your email, make every word count, ensure that it is eye-catching, and easily read. In other words, put yourself in your recipients' shoes and consider the following guidelines:

Be prepared to send a small series of carefully targeted emails as part of a campaign. Don't assume a one-time send will deliver results



How to get the most out of your data

Email compliance: Do's and don'ts

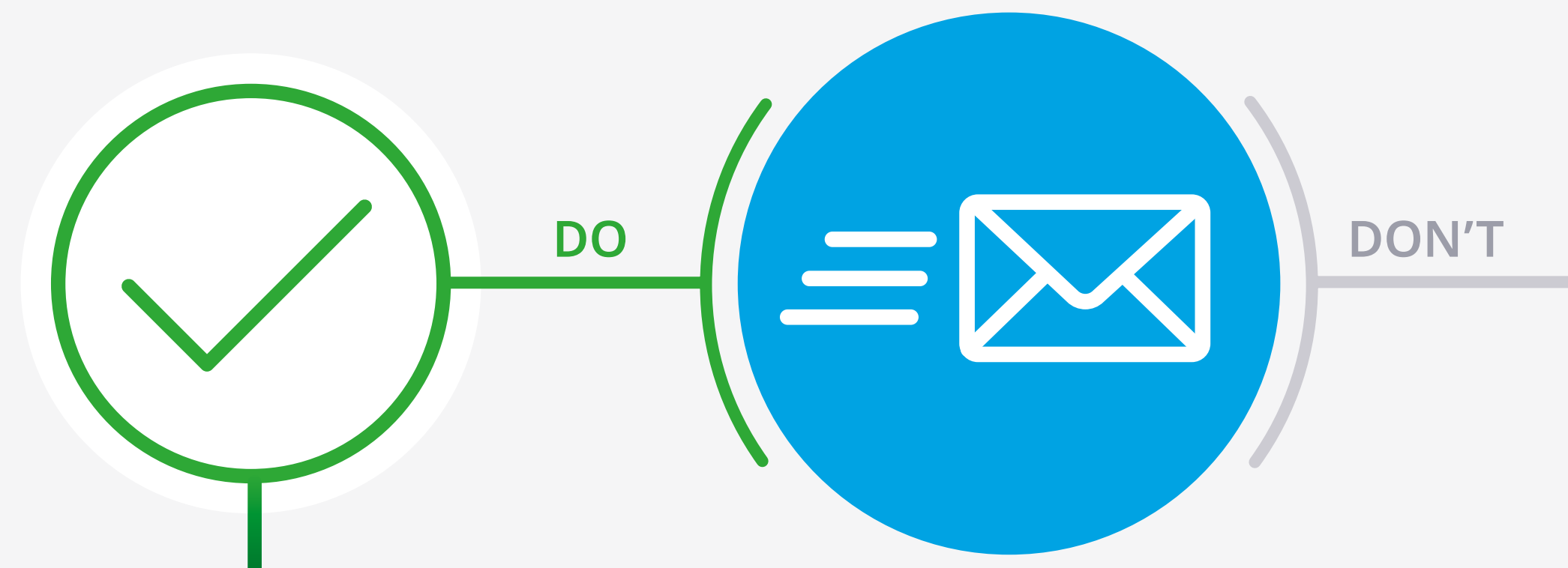
Complying with spam regulations matters and not just because the penalties for violation can be expensive. Notably, the 2003 CAN-SPAM Act can impose fines of up to \$41,484 per email. Beyond the financial penalty, spam violations mean your messages – however relevant and well-crafted they are – will remain unread. It can also cause trust between you and your audience to erode.



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DO

- Update your contact list after each blast and remove any hard-bounced or opted-out recipients
- Honor an opt-out request within 10 business days
- Identify the message clearly – even as an advertisement if appropriate. Avoid deceptive subject lines
- Use a valid postal address. That means a lawful street address or PO Box from where you or your business operates
- Provide a clear process for opting out of future communication from a single landing page or email reply
- Make sure security certificates are up to date. Monitor and track upcoming expiration dates
- Consider content on landing pages linked within your email. Spam filters will assess these pages as well as the email content itself

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DON'T

- Paste an entire licensed list into the "to:," "cc:," or "bcc:" fields in Outlook, Gmail, or other email clients as this can cause your account or entire domain to be blacklisted
- Email excessively. While there is no set limit on how many emails you could send during your licensing agreement, too many sends are likely to lead to blacklisting or being flagged as a spammer
- Use false or misleading header information. Data in the "from:," "to:," and "reply to:" fields, as well as the originating domain name and email address, must be accurate and identify the person or business that initiated the message
- Charge a fee, require any personally identifying information other than an email address, or force any step beyond sending a reply email or visiting a single webpage as a condition for honoring an opt-out request
- Forget that a word that may be relevant to physicians may still be considered spam by a filter
- Sell or transfer a recipient's email address once opted out, other than to transfer the address to a company to help you comply with the CAN-SPAM Act
- Forget that emails under 100KB have the greatest likelihood of avoiding spam filters and being clipped

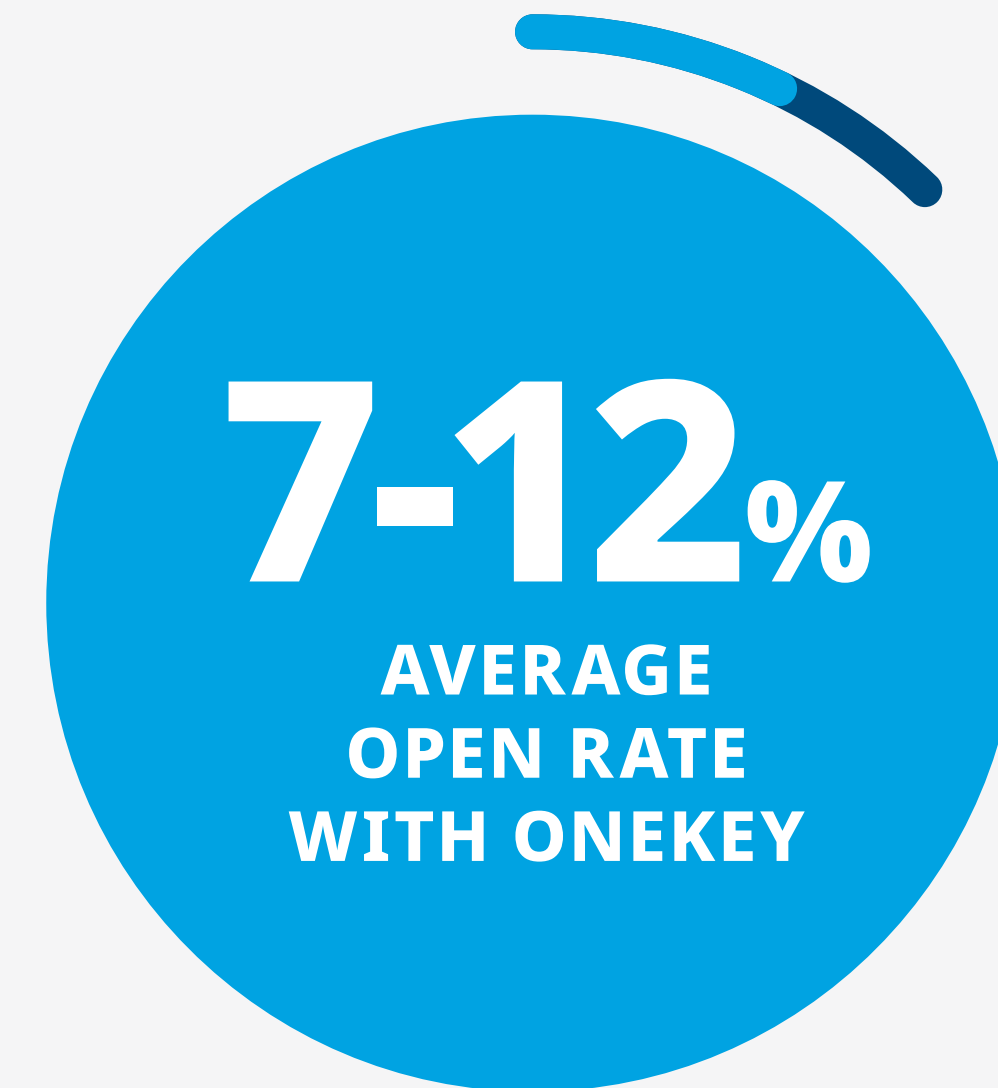
How to get the most out of your data

How to measure success

How do you know what good results look like? How do you know that you have successfully enriched your database? How do you know if you have sent out an effective email?

When it comes to database use, set a series of checkpoints throughout the year – and beyond – and use those to measure progress against key business imperatives: Have you increased market share? Have you reduced churn? Have you improved up-sell and cross-sell outcomes? By identifying a correlation between enriching your database and improved performance, you can judge to what extent the latter is a result of the former.

When it comes to emails, there is no shortage of metrics to monitor – open and click through rates being amongst them. It is important, however, to not be distracted by one metric at the expense of another, more important data point. After all, a stubbornly high bounce rate may prove to be frustrating, but if it is accompanied by a record response rate, its overall impact is small.



In summary, know your goals from the outset and review metrics before, during, and after your campaign.

Extend, connect, understand

Throughout this eBook we have explored an important relationship between information and intent. Good data without a clear understanding of their use is of limited value. Equally, compelling and tactical use cases applied to sub-standard data are destined to fail. It is only in combination – the synergy of great data, great ideas, and great execution – that you create the conditions for success.



Extend, connect, understand

IQVIA OneKey delivers insight into more than 10.8 million HCPs and 700,000 organizations across the United States and provides the affiliations linking them together. As a single, validated source, OneKey can help your organization:

- **Extend** its coverage of HCPs, organizations, and affiliations
- **Connect** to a single reference data standard
- **Understand** customer access, value, and potential





Conclusion

IQVIA OneKey is powered by a unique ecosystem that continuously enriches its data. OneKey offers 785 experienced researchers across the world who have country-specific knowledge and coordinate over 1.5 million updates each month. With these real-time inputs and harmonized data, OneKey provides the trusted information life sciences companies need to power their downstream commercial applications.

Is it time to find out more? Yes.

About IQVIA

IQVIA is a world leader in using data, technology, advanced analytics, and expertise to help customers drive healthcare and human health forward. Together with the companies we serve, we are enabling a more modern, more effective, and more efficient healthcare system, and are creating breakthrough solutions that transform business and patient outcomes.

