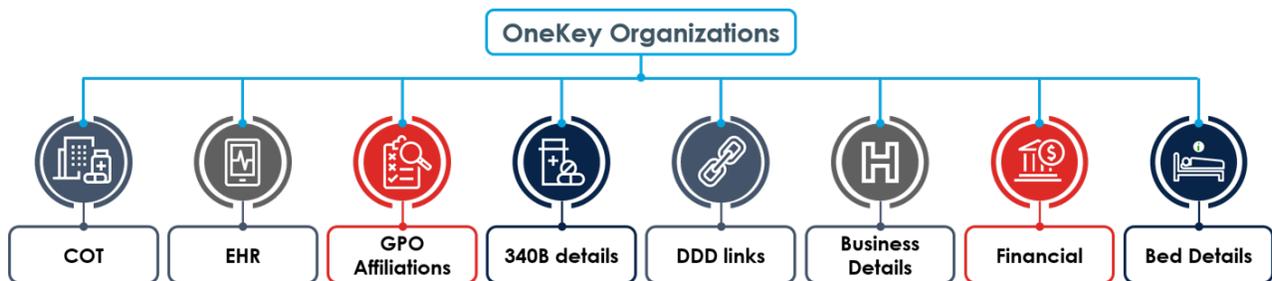# valuecentric
an IQVIA company

# OneKey and 867 Detailed Sales Reporting Data

**OneKey ties your transactional Sales Reporting data to a wide variety of outlet attributes.**

Grow your business by linking your 867 Detailed Sales data to OneKey; target and monitor your organization's most strategic accounts. OneKey includes the healthcare industry's most complete provider of reference information including Class of Trade to specific Business and Financial Details, GPO affiliations and bed and procedure details for over 700,000 organizations and nearly 1000 health systems across the US.

**OneKey Organizations**

| COT | EHR | GPO Affiliations | 340B details | DDD links | Business Details | Financial | Bed Details |

**ValueTrak with OneKey is the complete solution you need to drive your business forward.**

- Your organization to a single reference data standard for increased access to key stakeholders, while driving improved execution in your commercial activities
- Your business applications with flexible and seamless integration methods

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- Your national coverage of healthcare professionals and organizations, including the affiliations linking them together
- Your channel access, including postal and email
- Your compliance coverage, including state and federal regulatory areas

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- Customer access through unique attributes (e.g., EHR adoption, e-prescribing)
- Your customers and markets through more enhanced profiling
- The value and potential of your customers and markets through comprehensive links to IQVIA's prescription, sales, and claims data

By linking reference data with sales, Rx, diagnosis, treatment, and anonymous patient data, OneKey enriches patient and product activity delivering new commercial insights unmatched in US healthcare. The data will help pharmaceutical and medical device manufacturers identify stakeholders that can support product development and launch at local and national levels.

- ☑ **Know who is driving treatment paths and decisions with current information on official structure, positions, and roles; and track ongoing sales performance**
- ☑ **Be precise in your targeting and segmentation with 200+ attributes and harmonized views of HCPs and HCOs**
- ☑ **See connections and understand how professionals and organizations are affiliated with one another**

*ValueCentric and IQVIA, Better Together!*