

# OneKey

## Canada's Healthcare Professional Database

Strengthen your Sales and Marketing efficiency with **OneKey**, the most comprehensive and up-to-date **Healthcare Professional Database**

### Data

**OneKey** contains information on all professionals within primary and secondary care, along with their respective workplaces:

- Over **30 years** of data expertise in Canada
- **OneKey**, provides the most complete and enriched data with the **best coverage** of medical professionals and workplaces
- Fully **compliant** with data privacy regulations
- The only database that goes beyond physicians as healthcare professionals; includes nurses, pharmacists, paramedical staff
- Includes recognized provincial healthcare provider data



**Your Benefits** · Coverage · Complete · Compliance

### Methodology

On an annual basis, over 100,000 updates and file creations are made to the **OneKey** database in order to keep the information accurate and complete.

**OneKey** is continuously updated through:

- Direct phone calls to healthcare professionals conducted by local **OneKey** operators
- Information acquired through official channels (medical organizations, hospitals, etc.)
- Integrated marketing activities, publishers and many more

**Your Benefits** · Accurate · Enriched · Comprehensive

## Model

**OneKey** is built using the **same unique data model in all countries** making data integration easy:

- Unique field structure
- Harmonized international codification and list of values
- Adapted to healthcare structures, and particularly to secondary care and hospital account management
- Standardized defined format for many standard CRM systems

**Your Benefits** · Integration · Consistency · Healthcare Oriented

## Service

**OneKey** provides services aimed at supporting Life Sciences in their daily work:

- **Updates processing:** Representatives benefit from the fastest record validation times available on the market
- **Enrichment:** Each record is enriched with additional information collected by the **OneKey** team
- **Cleansing:** De-duplication, normalization and postal validation of all records
- **Constant inflow of new information:** Proactively collected by operators (on average, more than 8 updates out of 10 are proactively generated by **OneKey** operators)

**Your Benefits** · Validation and Confirmation of Your Update Requests ·  
Short Processing Time · Constant Inflow of New Information

By producing actionable customer insights, delivering best-in-class services and offering flexible delivery and integration options, **OneKey** has established itself as the reference database of Healthcare Professionals in more than 70 countries worldwide. Continually updated and meticulously managed, **OneKey** can unlock new levels of performance for your commercial operations.