

# Healthcare Data Strategies for Today's World

## Seven key takeaways

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How do you enhance engagement opportunities within the healthcare ecosystem? How do you transform your organization's industry intelligence? How do you choose the data that's right for you? How do you put that data to work? These were just some of the questions we recently explored when we hosted an IQVIA OneKey LinkedIn Live session.

Bringing together healthcare professionals (HCPs) and those looking to reach them, my colleague Chris Lundgren and I fielded a range of questions in a lively [30-minute session](#). What follows are seven key takeaways from this action-oriented event:

- 1. 2020 was a game-changing year for healthcare data.** While discussing the COVID-19 pandemic, Chris Lundgren noted: "Change has always been part of the of the healthcare ecosystem, but 2020 was a once in a lifetime event." Notable trends included the arrival of new insights, a surge in digital marketing across channels (email opt-in rates were often 50% higher than normal, for example), and an acceleration in digital health adoption.
- 2. Test, analyze, and retest.** When selecting datasets, it's important to validate your selection. That means test, analyze, and retest. At IQVIA, we use proactive telephone and web research among an array of steps to ensure our data is always timely and relevant.
- 3. A static database soon becomes obsolete.** HCPs change at a rate of 15% per year, but not only due to changing roles; they could move, retire, or pass away. This level of change needs to be properly managed as out-of-date data quickly loses value.

- 4. When measuring campaign success, stay true to your initial goals.** Plans tend to change in flight. That's understandable, but to really understand if your data-driven campaign succeeded, return to your original objectives and measure success against those.

- 5. If you really want to understand the future, reach for historical data.** Historical data is essential to understanding market context; by combining datasets that look two, five, or ten years into the past with other more current sources, such as census data, you will get a better understanding of population trends and need. This in turn will inform future projections.

- 6. Good value data is about more than price.** As we learned during recent pandemic-related volatility, organizations that best understood imminent changes – those that had access to more relevant datasets – emerged stronger and more successful. Value over time is not the same as upfront cost.

- 7. Never stop learning.** Having a complete understanding your data is not a static event; your understanding needs to evolve over time. Dig deep into the data, measure it often against campaign objectives, and identify how to improve its application to maximize your opportunities and extend your reach.

In case you missed it, you can watch the full [LinkedIn Live session on demand here](#). Additionally, the event focused on several issues covered in our latest eBook, [Extend, Connect, Understand: A Practical Guide to Getting the Most Out of Healthcare Data](#).