

# In Pursuit of Public Health, Data Plays an Essential Role

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*Blog*

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Whether at county, state, or federal level, the scope for all involved in public health is broad and complex. Let's focus on the role of the Chief Epidemiologist: They play such an important part, being the person accountable for the planning, implementation, and evaluation of multiple epidemiological studies and surveillance systems. They are responsible for limiting disease outbreak and keeping the public safe, so it is clear that their authority is absolute and responsibility immense.

He or she is engaged in multidisciplinary interactions across medical borders and, inevitably, manages outbreaks that cross geographical and jurisdictional lines. The COVID-19 pandemic is an extreme example of what public-serving epidemiologists must prepare for on a daily and weekly basis, but it has shone a light on these individuals in ways no other recent healthcare event has. Co-investigations between all levels of government, academic institutions, clinical facilities, and the private sector are required much more frequently. This is a leadership role with very real public health consequences.

It is unsurprising, therefore, that the Chief Epidemiologist requires accurate and real-time data from disparate sources.

Premium data is required to detect health threats to the general public, prevent disease, and mitigate disease spread. It's required to ensure the effective execution of complex epidemiological studies in the field. It's required for local- or state-wide collection monitoring and analysis, and to ensure programs and projects have consistent and complementary objectives. Given the Chief Epidemiologist

establishes policies, protocols, and standards of practice, it's obvious that the datapoints they require must be precise, consistent, up-to-date, and wide reaching.

In our most recent eBook – *Extend, Connect, Understand: A Practical Guide to Getting the Most Out of Healthcare Data* – we explore what makes good data and how to apply reference datasets to provide a step-change in delivery.

The healthcare landscape is ever-changing, shifts prompted not just by big events such as the COVID-19 pandemic, but by daily, smaller-scale events such as career moves, institutional mergers and acquisitions, or modifications to the regulatory landscape. Some of these changes may seem trivial in isolation but when considered together, they make a huge difference to those seeking full and accurate market visibility, depth, and context.

Only with trusted data can you map relationships to understand healthcare professional decision making and connections. Only with trusted data can you understand market dynamics to pinpoint where coverage is weak and identify priority areas. Only with trusted data can you keep track on compliance and validation to ensure regulatory adherence or to authenticate the credentials of an individual or organization.

The IQVIA OneKey dataset features 10.8 million healthcare professionals, 700,000 organizations, and 2.7 million email addresses covering both business and personal domains.

With data like this, you will be able to:

- **Extend** coverage of healthcare professionals, organizations, and their affiliations
- **Connect** to a single reference data standard
- **Understand** healthcare access, value, and potential

In the pursuit of public health, premium data is not simply desirable. It's **essential**.

To find out more about how reference datasets can revolutionize the way your work, download *Extend, Connect, Understand: A Practical Guide to Getting the Most Out of Healthcare Data* now.

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

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. It's a must-read guide for anyone who uses a data partner and for companies hoping to revolutionize their business and increase ROI by identifying highly qualified leads and impactful key opinion leaders.

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