CRM

Coordinated Execution, Multichannel Engagement, Ensured Compliance.

Veeva CRM is an advanced, multichannel solution for the life sciences industry, addressing the needs of the pharmaceutical, biotech, animal health, and consumer health markets. It offers prebuilt functionality for all user groups, including primary care and specialty care representatives, medical science liaisons, and managed markets account executives. With the life sciences commercial landscape growing increasingly complex, companies must employ new strategies for reaching multifaceted customers. These new customers include healthcare providers (HCPs), integrated delivery networks, accountable care organizations, and group practices. Veeva offers the deep CRM capabilities needed for true multichannel engagement, enabling companies to orchestrate and tailor outreach across multiple channels and manage more complex customer relationships in a coordinated way. Veeva CRM is more than just a CRM system. It's a true end-to-end solution to improve customer centricity.

Integrated Multichannel CRM

Veeva CRM is the first fully integrated multichannel CRM solution for life sciences that enables companies to plan, execute, and measure interactions across all customers' preferred channels. Today, customers demand access to information anytime, anywhere, via their channel of choice. They expect consistent and personalized interactions that quickly deliver relevant information. Field users need the flexibility to access customer and account information on demand without compromising usability or performance. Veeva multichannel CRM is a unique offering that provides mobile applications with built-in closed loop marketing (CLM) for face-to-face meetings, Veeva CRM Approved Email for compliant email, and Veeva CRM Engage for online interactions. All channels are provisioned by a single repository of compliant content. Veeva CRM is integrated with the salesforce.com Service Cloud for call center capabilities and the creation of self-service portals.

Coordinated Execution

Key account management plays a crucial role in managing and delivering messages to a multifaceted, organized customer such as an IDN (Integrated Delivery Network) or a hospital system. Veeva CRM's flexible framework meets the requirements of the account-selling model by therapeutic area or by the portfolio of products and services. By integrating the account planning process into CRM, sales operation teams can get a better view into each employee, service, and activity's impact upon the customer. Veeva CRM allows you to profile your customers and visualize the hierarchy of organizations—how they relate to one another. The system helps you create a plan, establish objectives for the customer, and implement tactics to coordinate activities across all internal teams. Connecting internal groups like marketing, sales, and compliance, you can easily identify the best content and services for the most effective campaign execution. You have the ability to associate all planned activities with the relevant stakeholders in the customer organization, creating a consistent dialogue.

Fully Validated, with Robust Compliance

Veeva CRM ensures compliant interactions and operations. The system is fully validated for 21 CFR Part 11and PDMA compliance. And with the completion and full documentation of all IQ and OQ tests, customers save up to 80 percent of their system validation costs, while eliminating the corresponding project time. Veeva CRM provides capabilities for Sunshine Act expense capture, e-signatures, sample limits, and sample tracking. To conform to CAN-SPAM laws, field reps can get approvals from HCPs right on their mobile devices.

> "Our sales representatives need a tightly integrated system that supports team collaboration and enables better communication. With Veeva and iRep, our reps can deliver greater value to physicians and their patients."
>
> *VP Field Sales, Takeda Pharmaceuticals USA*

Learn more at veeva.com

Mobile CRM

Field users need the flexibility to access Veeva CRM anytime and anywhere. Veeva CRM, built from the ground up for the iPad and Windows 8 platform, with native user interface and gestures, is designed to take advantage of each device's unique form factor, navigation, and capabilities. This ensures high performance and quick learning. It is available both online and offline with automatic synchronization to improve productivity.

Role-based functionality

Every user group will experience the application as if it were created just for them. Veeva CRM's out-of-the-box functionality caters to the specific needs of primary and specialty care sales representatives, MSLs, and managed markets users. And with each group on the same CRM system, team selling is finally easy to manage. Here is a sampling of role-specific functionality:

Primary Care

- Call cycle planning
- Call reporting with integrated mobile CLM
- Counterpart collision avoidance
- E-signature capture
- Integration with expense management
- Materials ordering
- Medical event attendee sign-in
- Multichannel calendar
- Physician and account profiling
- Plan and formulary data analysis
- Samples management
- Visual sphere of influence

KOL Management

- Account plan creation and tracking
- Detailed KOL planning and profiling
- Integration with expense management system
- CLM on mobile devices for meeting brief capture
- Multichannel calendar
- Visually intelligent sphere of influence

Specialty Care

- Call reporting with integrated mobile CLM
- Closed loop account planning and execution
- Visualization of complex account hierarchies
- Integration with expense management
- Materials ordering
- Medical event attendee sign-in
- Plan and formulary data analysis
- Medical event attendee sign-in
- Multichannel calendar

Managed Markets

- Closed loop account planning and execution
- Complex visual hierarchies
- Detailed account planning for MCOs, health plans, PBMs, and hospital networks
- Formulary matrix for analyzing intricate formulary data
- Integration with expense management system
- Meeting brief capture

Consumer Health and Animal Health

Veeva CRM also provides capabilities to increase the productivity of field reps for consumer health and animal health. Functionality like route planning, planograms for inventory monitoring, and order management integrated with CLM, is built into mobile application for a seamless user experience. The integrated contract management and pricing engine helps field reps create orders efficiently and easily monitor inventory against listing contracts.

Actionable Insight

Veeva CRM's streamlined, cloud-based VInsights database houses prescription, sales and customer interaction data, providing end users and field management the insight to make informed decisions. Sales reporting and customer insight delivered by Veeva CRM help make field outreach more effective. Veeva CRM includes online and offline reporting for field sales and sales management with easy-to-use, ad-hoc reporting capabilities. Interactions with customers across channels are also captured in Veeva CRM and are available for analysis. This helps sales and marketing plan customer engagements and continuously improve the customer experience.

Multichannel Content Distribution

Distribution of approved materials to your customers—and content withdrawal—is now a single click away. Seamless integration of Veeva CRM with Veeva Vault PromoMats replaces manual hand-off that is prone to human error and compliance risk. You can now easily distribute, update, or withdraw content across all channels to ensure consistency and compliance. Vault PromoMats also provides a complete audit trail from content creation to consumption.
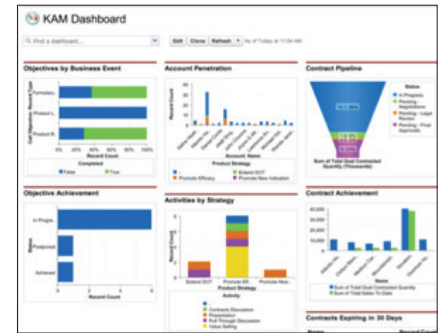
Actionable insights

Customer Master Data Management

Efficient multichannel selling and marketing hinges on good customer data, but life sciences companies have struggled to maintain accurate customer profiles. Veeva Network addresses this challenge by providing a complete, cloud-based customer master solution that combines healthcare professional, healthcare organization, affiliations and reference data, software, and stewardship services. Veeva Network delivers continuously updated, accurate customer data where you need it, directly into Veeva CRM.

Single System Administration

You can configure Veeva CRM to meet your unique needs. Simply make a change once and watch it appear everywhere. The same configuration, security settings, and data sharing rules are consistently applied across all end-user devices.

Platform for Extensibility and Innovation

Veeva is built on the Salesforce1 Platform, so customers benefit from both Veeva and salesforce.com innovation. It also means that they have access to salesforce.com functionality, such as Service Cloud for call centers and self-service portals. The salesforce.com call center application includes capabilities like case management, telephony integration, and Chatter.

Cloud Advantage – Speed and Adaptability

Improvements happen behind the scenes at no extra cost with Veeva CRM. With system enhancements arriving multiple times per year, innovation is automatic. And with cloud-based Veeva CRM, you will never run another version upgrade project. It's our responsibility to make it work, each and every time.

Learn more at veeva.com
925-452-6500 | info@veeva.com

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