Veeva Medical Cloud

A unified solution for medical affairs

A changing healthcare landscape is placing new demands on life sciences. Highly targeted pipelines are driving greater demand for specialized scientific information across an expanding stakeholder network. However, effectively engaging with HCPs, payers, regulators, and patients throughout the drug lifecycle is a challenge.

Increasingly, pharma is responding by investing in medical affairs. Despite growing size and importance, these teams are forced to rely on disconnected, horizontal technologies. Internal silos prevent effective collaboration with R&D and commercial, leading to missed clinical and therapeutic opportunities.

For the first time, Veeva Medical Cloud delivers a unified solution for tailored scientific engagement, enabling medical to better partner with healthcare to improve patient outcomes. Key stakeholder engagement and scientific processes come together, helping medical affairs transform organizational strategies - from product development to commercialization.

Business Benefits

- **Drive launch excellence:** A detailed understanding of all relevant stakeholders enables effective engagement and more coordinated launches

- **Enable insights-driven execution:** Allows medical to quantify and monitor effectiveness of engagements

- **Improve portfolio strategy:** Scientific insights from the healthcare landscape enable medical affairs to inform pipeline evolution

Applications

With Veeva Medical Cloud, integrated stakeholder data, medical content, and multichannel interactions enable coordinated and informed engagement. Medical teams gain a deep understanding of the healthcare landscape and customer needs, and can execute immediately with tailored content across all channels.

Oncology Stakeholder Data

Veeva Link for Oncology delivers accurate stakeholder data and real-time insights on key oncology experts for better planning and more effective engagement. Robust profiles—including sentiments, affiliations, and clinical interests—enable medical and commercial teams to build deeper relationships with the global oncology community.

Medical CRM

Veeva Medical CRM helps medical affairs profile and engage with stakeholders across all touch points, from face-to-face calls and events, to compliant email and digital interactions—including online meetings and webinars. All activity is tracked and available directly in Veeva Medical CRM, providing a complete customer view. Delivering complete key stakeholder visibility and management, Veeva Medical CRM drives informed scientific engagements and deeper, more strategic relationships.

Medical Content Management

Veeva Vault MedComms speeds the creation, approval, and delivery of medical content, providing users access to the latest approved content with visibility across all channels and geographies. With Vault MedComms, medical affairs teams can easily add new materials, manage review and expiration policies, and withdraw content at any time. Security controls ensure access to the latest approved content, and provide end-to-end visibility to where and with whom content is being shared. Integrated with Salesforce ServiceCloud for inquiry management, Vault MedComms enables medical teams to quickly respond to inquiries with real-time access to compliant content.

Linking Clinical Development and Commercialization

Veeva delivers industry-specific applications built for every major part of a life sciences organization. From clinical trials to submissions, registrations, and commercialization, Veeva streamlines operations and supports deep insights at every step. Designed to work together, Veeva's solutions improve visibility across the entire process of developing and commercializing products.

Learn more at veeva.com | **925-452-6500** | **veeva.com/medical**

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