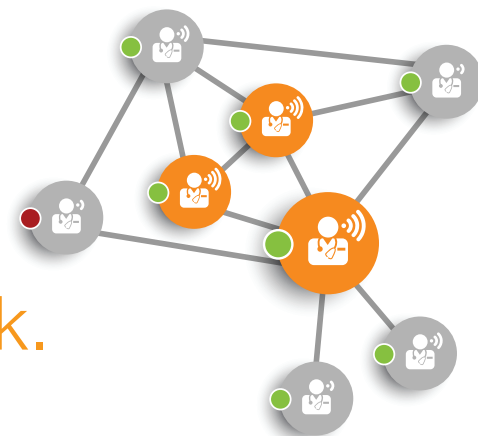


Veeva KOL Data & Services

All the Right KOLs.
Detailed Understanding.
Engagement Plans that Work.



Ensuring a successful product launch means effectively navigating the complex opinion leader landscape. New stakeholder groups are emerging, and therapeutic experts are more visible across a range of new communication channels like social media. Engaging with trusted experts to communicate the right messages to the market and to key decision makers is growing increasingly difficult.

The Veeva KOL Data & Services solution enables you to overcome these challenges by identifying all relevant KOLs around the world, building in-depth profiles, and developing highly targeted engagement plans.

This global solution maximises KOL coverage by applying tailored identification criteria and searching all relevant stakeholder communities in every market. Deep KOL profiles give you insight into KOL activities, preferences and their stakeholder network. Our expert consultants partner with you to develop highly tailored engagement plans, based on robust data and actionable segmentation.

Key Business Benefits

- **Drive awareness** by uncovering all relevant experts around the globe
- **Optimise market access** by connecting trusted experts with critical decision makers
- **Maximise market traction** by optimally matching your audience with relevant channels and topics
- **Save time** with in-depth profiles at your fingertips

Solution Features

Stakeholder Identification

Identify all relevant KOLs and experts, in any market around the world, based on tailored search and segmentation criteria, such as affiliations, activities, expertise, company collaboration, relationships and sentiment. Search results are combined, weighted, and reviewed by subject matter experts for completeness and accuracy.

Stakeholder Profiling

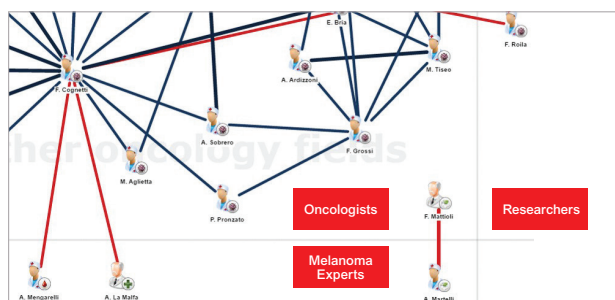
Gain a complete understanding of each opinion leader. Global profiles provide a comprehensive overview of affiliations, activities, and relationships. Stakeholders can be segmented in real-time by attributes such as focus areas, geographic relevance, community roles and attitudes towards treatment-relevant topics, companies and brands.

Sentiment Analysis

Understand stakeholder interests and attitudes toward therapy-relevant topics, companies and brands. Industry research specialists uncover how KOLs and experts communicate about competing brands, alternative treatments and other custom-defined topics.

Network Visualisation

Get a new perspective on your stakeholder community. Interactive network visualization along with the overlay of activity data help you uncover the social dynamics of your community. By simplifying the complexity of the stakeholder ecosystem, you can discover the most trusted messaging pathways in the community to deploy your messaging.

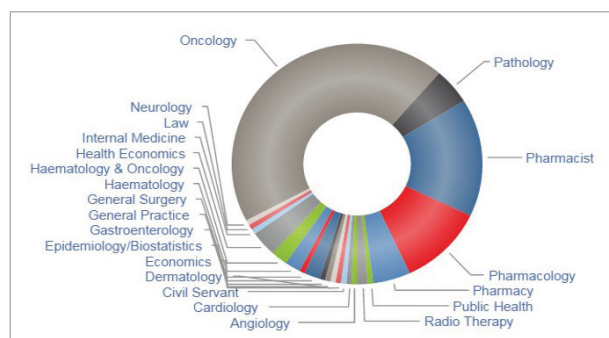


Custom Research Overlays

Gain new stakeholder insights with custom primary research. Combine survey results and third-party research with KOL profiles to develop a more robust understanding of the ecosystem's preferences, activities and relationships.

Segmentation Models

Sophisticated, yet easy-to-use segmentation capabilities allow you to categorize KOLs by scientific impact, experience, institutional affiliation, network, sentiment and more. This fine-grained segmentation plus ongoing expert support enables highly targeted engagement planning.



Engagement Planning Workshop

Bringing together deep KOL insights and your launch objectives, our experts partner with your team around the world to build targeted engagement plans that work. Interactive workshops tailor action plans to local market needs while ensuring global consistency.

Data Privacy Management

From data collection and processing to delivery, Veeva KOL Data & Services ensures data protection with end-to-end data privacy management. EuroPriSe certification guarantees full compliance with European data protection regulations.