

Veeva CRM Innovation Guide

Veeva CRM MyInsights for Medical Affairs



OVERVIEW

Veeva CRM MyInsights provides real-time information at the point of execution. Pre-built and custom data visualizations deliver tailored medical insights directly in Veeva Medical CRM.

CRM MyInsights is an innovative data visualization capability that delivers the right information exactly when and where your teams need it. Field medical teams can easily plan and make decisions wherever they are without the need to aggregate data in a separate tool.

Veeva's data model supports a wide variety of business use cases for medical. You can leverage a library of pre-existing dashboards or easily create additional custom insights for each role and activity using industry-standard HTML and JavaScript. An ecosystem of certified CRM MyInsights partners can also create additional custom visualizations.

CRM MyInsights supports engagement planning and execution with advanced functionality:

- Robust scientific expert profiles provide deep insights to build engagement plans.
- Simplified activity tracking lets MSLs quickly enter information to easily track progress against goals.
- Flexible sharing of key information enables compliant orchestration across commercial and medical teams.

Empower your MSLs with always current views of accounts and scientific experts.

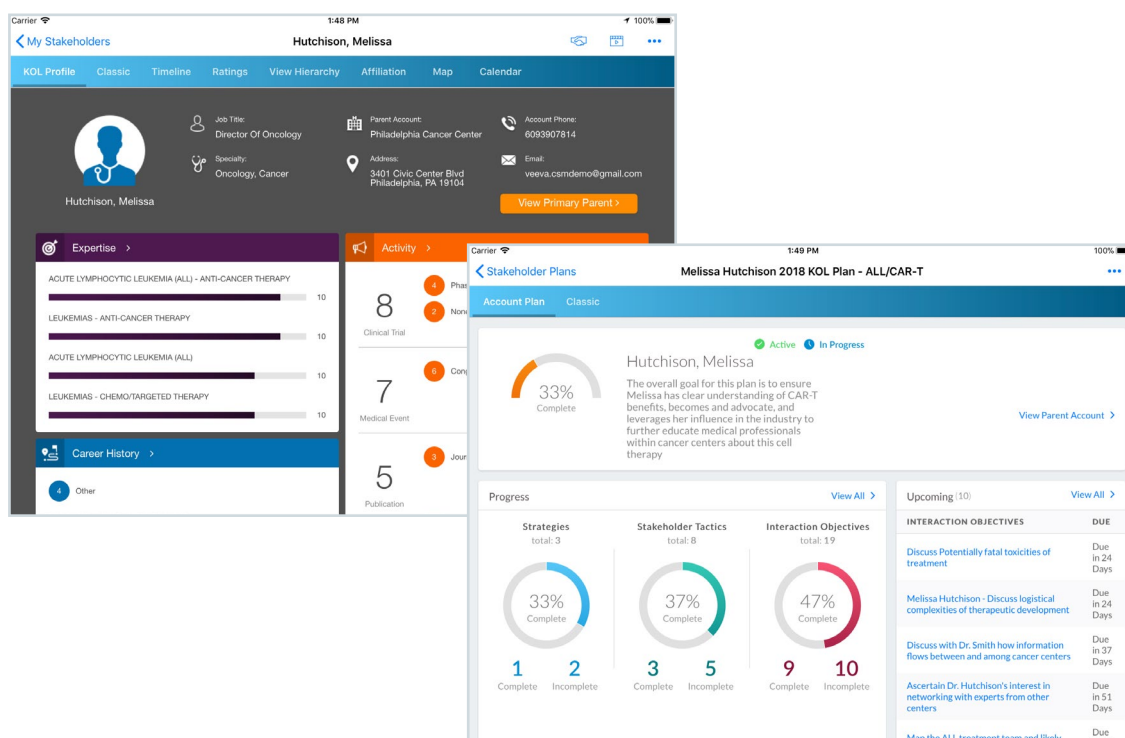
TIPS & TRICKS

› COMBINE DISCOVERY AND DESIGN PHASES

CRM MyInsights allows you to conduct discovery and design phases simultaneously. You can immediately drive new design requirements as you visualize your dashboards during discovery.

› CONDUCT MULTIPLE DESIGN INTERACTIONS

CRM MyInsights provides a blank slate for innovative data visualizations. Rather than copying requirements from legacy systems, begin with the end deliverable in mind. Close collaboration and continuous design interactions between business and IT teams help deliver visuals that maximize medical effectiveness.



TIPS & TRICKS CONTINUED

› SIMPLIFY DASHBOARDS AND INSIGHTS

Driving actionable insights means that medical teams are given key information in an aligned view. Display critical insights on a single screen without interference from unnecessary data or online resources. The goal is to deliver the right information as quickly as possible.

› GET ACTIONABLE INSIGHTS

Business intelligence teams can leverage multiple data sets housed in CRM to develop new insights, such as sentiment analysis and more. These can be visualized by field teams through CRM MyInsights.

› KEY CONSIDERATIONS

CRM MyInsights is highly flexible. Decide how you will want to optimize your user experience:

- Do your teams need access to single or multi-therapy plans? CRM MyInsights supports your business logic so either route is an option.
- Decide what level of commercial data needs to be shared with medical teams. You can set appropriate controls to ensure that users have just the right level of visibility.
- Executives don't need full CRM access to monitor progress against goals. You can export plan info into Microsoft PowerPoint to provide them the visibility they need.
- How will plans be executed by different roles? Medical users generally create and execute their own plans while key account managers tend to delegate them.

RESOURCES

Veeva CRM MyInsights resources

PRESS

- [Veeva CRM MyInsights Empowers Field Teams with Actionable Insights for Better Execution](#)

PARTNERS

- [Veeva CRM MyInsights provider ecosystem](#)

RESOURCES

- [Product page](#)
- [Solution brief](#)
- [Demo video](#)
- [Best practices webinar: Medical Engagement Planning and Veeva CRM MyInsights](#)



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