Vision for Medical Affairs

Robert Groebel
VP Global Medical Strategy
Shift to Specialty Medicines

- Orphan: 58%
- Personalized: 40%
- Oncology: 27%
Precision Medicine requires engagement that goes beyond the "traditional"

To succeed, one must establish a strategic, collaborative, bi-directional approach with "care teams" to succeed
Medical Affairs Connects the Business

R&D

Clinical Opportunities

Medical Affairs

Therapeutic Opportunities

Commercial

Collaboration on Evidence Generation and Strategic Intent
Information Technology Enables the Business

R&D

Clinical Opportunities

Medical Affairs

Therapeutic Opportunities

Commercial

Information Technology

Speed, Efficiency, Insight and Strategic Intent

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Medical Affairs must identify and deploy appropriate methods for measuring and communicating the value of innovative agents.
Stakeholder Data - Informing Scientific Intent
Driving Awareness and Understanding

MSL
Medical Affairs

- Real-time profiles expedite interaction planning
- Targeted insights by function
- Enhancing the HCP experience
Stakeholder Data - Organizational Value

Guiding Tool to Cut Through the Noise

Field Medical
Connect accurately to the most important experts

Medical Operations
Inform strategic decisions and tactical plans

Data Analysts
High quality information to power analytics
Stakeholder Data
Delivering Value and Impact

- **Value**
  - Improve forecasting through diverse expert input
  - Engage investigators through the right candidates
  - Grow relationships optimizing customer interaction
  - Insights detecting and responding to critical signals

- **Precommercial**
- **In Market**

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Stakeholder Data
Customer Best Practice: Generating Insights

ORGANIZATIONAL APPROACH
Consistency, Shared Understanding

EXPANDED ENGAGEMENTS
Value-based Decision Makers

COMBINATION
Novel Data Sets and AI

IMPACT
KPIs/ROI
Strategic Engagement – Precision Medicine
Considerations to Drive Impact

- **Stakeholder**
  - Value

- **Specialist**
  - Preference

- **Care Team**
  - Goals
Strategic Engagement – Precision Medicine
Considerations to Drive Impact

Satisfaction
Only 1 in 3 experts are satisfied with their MSL experience

Perception
Impacts opinion on both compound and company

Expectation
Accurately discover and deliver on scientific need

ZS Associates, Medical Affairs Outlook Report, 2017
Strategic Engagement – Precision Medicine
Oncology Demographics - 2016

Baby Boomer
47%
Engagement Channels
Lectures, Face to Face

Generation X
42%
Engagement Channels
Lectures, Face to Face, Multichannel

Millennial
11%
Engagement Channels
Remote Engagement, Mobile, Multichannel; Limited Face to Face

Census of Actively Licensed Physicians in the United States, 2016
Strategic Engagement – Precision Medicine
Oncology Demographics - 2025

Baby Boomer
13%
Engagement Channels
Lectures, Face to Face

Generation X
42%
Engagement Channels
Lectures, Face to Face, Multichannel

Millennial
45%
Engagement Channels
Remote Engagement, Mobile, Multichannel; Limited Face to Face

Census of Actively Licensed Physicians in the United States, 2016
Strategic Engagement – Precision Medicine
Reflect Scientific Needs of Full Team & Evolving Patient Journey

- Actionable Insights
- Tailored Experience
- Needs & Preference
- Mutual Goals

CARE TEAM
Strategic Engagement – Precision Medicine

Delivering Value and Satisfaction

- **Engagement & Events** to drive relationships
- **Medical Insights** to inform strategic intent
- **Communication Channels** – improve experience/understanding
- **Reporting & Analytics** to enhance end user experience

Precommercial

In Market

VALUE
Strategic Engagement – Precision Medicine
Customer Best Practice: Data & Technology

De-identified patient claims data to inform “Real Time Engagement”

Dynamic profile data enhances insights, engagement, and customer experience

Strategic stakeholder plans, reporting, dashboards

Free text analytics and natural language processing to power insights
Delivering Value through Evidence

1:1 “CUSTOMER” ENGAGEMENT

Academic  HCP  HCO  Payer  Support  Patient Advocate

FIELD

Sales  Medical  Market Access  Executives

CHANNEL

Web  Digital  Text  Video  Phone

CONTENT

DATA

Sales  Field  KOL  Lab  Formulary

Digital  Performance  Claims  Field  RWE

Performance  Field  KOL  Lab  Digital  Patient  Formulary

Claims  RWE  Performance  Field  Claims

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Evidence & Scientific Content - Shared Goals

- Disease State
- Management Goals
- Therapeutic Choice
- Patients Outcomes
- Future Data

Collaborative Scientific Journey Based on Scientific Knowledge and Need
Evidence & Scientific Content - Consumption

Foundation of Clinical Value

- Aware
- Access
- Quality

Creating Trust and Channel Affinity

Source: (2016) ‘A Theory on the Relativity of Factors Impacting the Utilization of Medical Information Services From the Pharmaceutical Industry’
Evidence & Scientific Content - Impact

Qualitative Insights
Evidence & Scientific Content
Delivering Value and Impact

Scientific Content Strategy & Creation

Med Info Modernize, Optimize, Transform

Content Awareness Optimize across channels

Strategic Analytics Preference, Need and Journey

Precommercial In Market
Evidence & Scientific Content
Customer Best Practice: Delivering Impact

Scientific platform segments reflected in meta data
Assessing progression along scientific platform
Available & relevant on emerging channels
Content analytics to assess utility and impact
Medical Suite

Medical CRM

Vault MedComms

Oncology Link

Veeva CRM MyInsights
Actionable Insights for Deeper Engagement

Effective Leader Identification
- Build Stronger Connections
- Inform Strategic Planning
Strategic Engagement for Informed Interactions and Deeper Relationships

Strategic Stakeholder Planning and Execution
Cross Functional Engagement
Tailored Dashboards & Reporting
Combining Insights and Execution to Drive Strategic Action

Tailored Data Visualizations
Embedded Workflow
Real Time
Optimizing Scientific Communication

Single Source of Truth
Medical Inquiry Management
Global Consistency, Local Flexibility
Embedded AI to Power Strategic Engagement
Veeva - Precision Medicine

Supporting a "New" Engagement Model

Insights: Value Drivers
Insights: Stakeholders
Insights: Expectations
Insights: Need
Pharma Company
Care Team
Strategic planning & profiling
Informed Execution
Permissions & Security
Effective planning & Resource Allocation

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Intelligent Engagement - Oncology
Leveraging the Power of Veeva Solutions

**Oncology Link**
Marketplace Understanding

**CRM**
Relationships & Preference

**Vault**
Scientific Demand

**Andi**
Tailored Engagements
Intelligent Engagement - Oncology
Data & Applications Powered by AI Drive Success

Powerful Insights
Impactful Engagement
Strategic Collaboration
Speed & Agility
Medical Excellence - Veeva

Only a Truly Unified Platform Drive Speed & Agility

- **Content, Data, and Activities**: Manage End to End Process from Planning to Execution
- **Single User Interface**: Simplifies End User Experience to Drive Adoption
- **Single Point of Integration**: Streamlines Cross Functional Process and Collaboration
- **Economies of Scale**: Rapid Innovation that Benefits the Entire Team