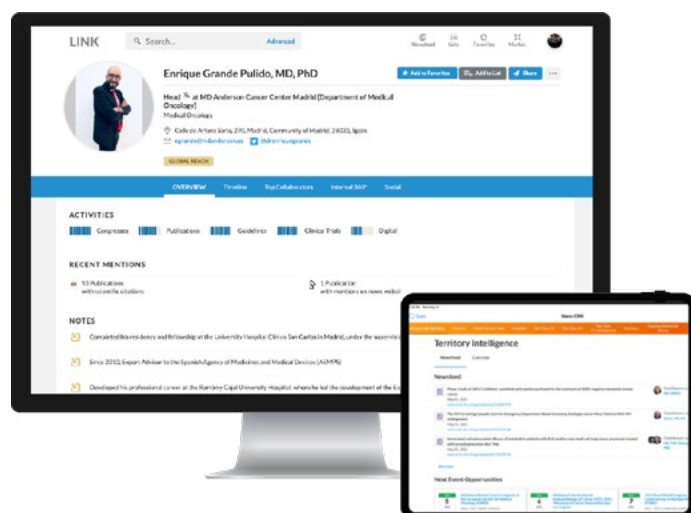


Veeva Link

for Key People

Real-time Customer Intelligence

Veeva Link enables relevant engagement with key people



What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they engage with, how they think about brands, and even their Twitter activity. Veeva Link brings all this information together in real-time to power value-driven interactions.

Business Benefits

- **Relevant Engagement** – Identify and prioritize key people and view deeply curated customer profiles.
- **Improved Coordination** – Better align central and field teams around experts to uncover new opportunities and drive customer-centric activities.
- **Increased opportunities for engagement** – Keep a pulse on local and global congress activities.

Tailored to your disease ecosystem

Veeva Link for Key People provides insights on experts in many different therapeutic areas.



Link for Addiction Disorders



Link for Gynecology



Link for Osteology



Link for Bacterial Infections



Link for Hematology



Link for Orthopedics



Link for Cardiology



Link for Hepatology



Link for Psychiatry



Link for Dermatology



Link for Nephrology



Link for Respiratory



Link for Endocrinology



Link for Neurology



Link for Rheumatology



Link for Equitable Care



Link for Oncology



Link for Vaccines



Link for Gastroenterology



Link for Ophthalmology



Link for Virology

Features

Deeply curated profiles

- Data accuracy and coverage enabled by advanced technology and validation by 1,100+ data curators
- Social media feeds filtered using natural language processing, aggregated in a matter of hours
- Scientific publications updated daily

Unique datasets

- Unrivaled depth and breadth covering 243,000+ local and national congresses and 56,000+ associations
- Career highlights and activity over the last 10 years

Global footprint

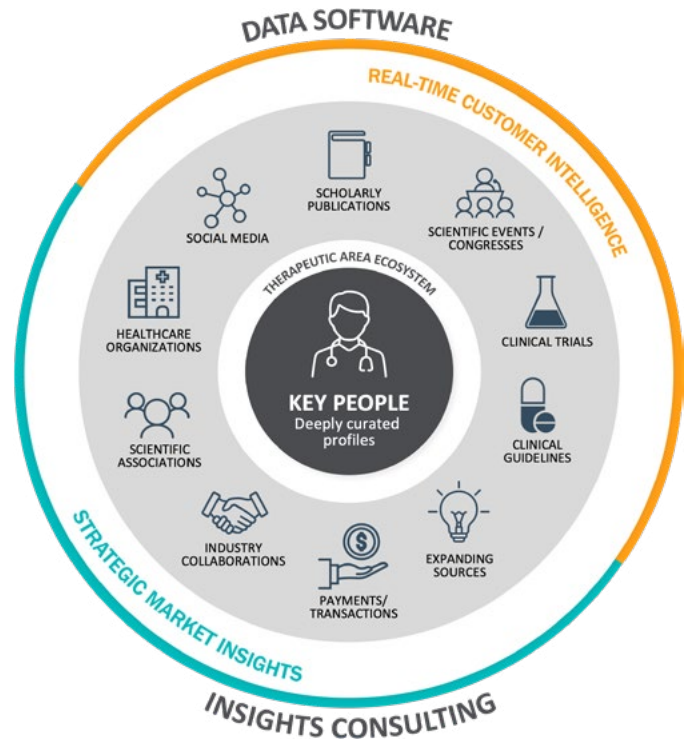
- Market insights tailored for each region across 77 countries
- Data curators are native speakers ensuring nothing is lost in translation
- Global, regional, and local event information captured months ahead of time

Seamless integration across Veeva products

- Real-time intelligence using account and territory views
- Tailored information and compliant data views for both medical and commercial teams

Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Meets highest security standards and GDPR requirements
- Low impact on IT and administrative resources



Insights on Key People

Identify current and emerging leaders, experts, and influencers, and gain a more nuanced understanding of the therapeutic area ecosystem.



Physicians



Physician Assistants



Nurses



Pharmacists



Emerging Experts



Researchers



Patient Advocates



Digital Influencers



Industry Officials