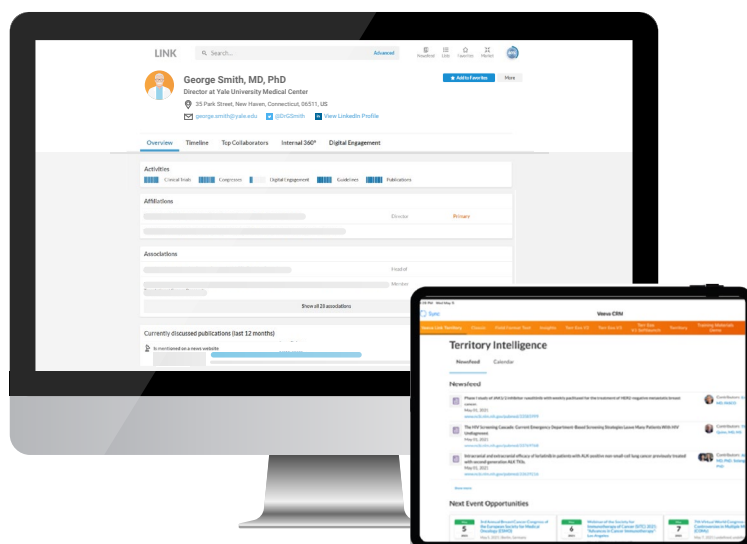


# Veeva Link

## Key People

## Real-time Customer Intelligence

Veeva Link enables more 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 Key People brings all this information together in real time to power value-driven interactions.

## Business Benefits

- **Find the right people** – identify and prioritize all relevant scientific, digital, and community leaders
- **Stay up to date** – keep track of their scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails
- **Personalize engagements** – find new opportunities to engage and leverage the most relevant talking points

## Tailored to your disease ecosystem

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



Addiction Disorders



Aesthetics



Bacterial Infections



Cardiology



Dermatology



Endocrinology



Equitable Care



Gastroenterology



Gynecology



Hematology



Hepatology



Nephrology



Neurology



Obesity



Oncology



Osteology



Ophthalmology



Orthopedics



Pain



Psychiatry



Respiratory



Rheumatology



Urology



Vaccines



Virology

## Features

### Deeply curated profiles

- Data accuracy and coverage enabled by years of machine learning and validated by 1,800+ experienced data curators
- Scientific publications updated daily

### Unique datasets

- Unrivalled depth and breadth covering 500,000+ local and national congresses and 75,000+ associations
- Career highlights and activity over the last 10 years

### Global footprint

- Market insights tailored for each region across 85+ 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 in Veeva CRM for both medical and commercial teams
- Common data architecture enables seamless connections with other Veeva products

### Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Purchased data in compliance with all applicable privacy and data protection laws
- Meets highest security standards and GDPR requirements
- Low impact on IT and administrative resources



## Insights on Key People

Identify recognized and emerging experts, including scientific, digital and community leaders, and gain a more nuanced understanding of the therapeutic area ecosystem.



Scientific Leaders



Physicians



Pharmacists



Researchers



Digital Leaders



Emerging Experts



Physician Assistants



Industry Officials



Community Leaders



Patient Advocates



Nurses