



# **veeva** OpenData

Veeva OpenData Europe 21R3 Release Notes

December 2021



## Contents

About these Release Notes	3
Multi-Country Enhancements	3
OpenData Balkan and Iceland Expansion	3
HCP Emails	3
Geocodes	4
HCP Professional Title Alignment	4
Proactive OpenData Updates	7
Country Specific Enhancements	7
France	7
Italy	8
Spain	8
United Kingdom & the Republic of Ireland	8
Support	9



## About these Release Notes

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The Veeva OpenData Europe Release Notes describe the features, updates, data impacts and customer benefits included in this Veeva OpenData Europe Major Release 21R3 Product Update. Veeva OpenData Europe refers to 34 European countries. These release notes will identify whether an enhancement applies to multiple countries or a specific country.

## Multi-Country Enhancements

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### OpenData Balkans and Iceland Expansion

#### *Enhancement Overview*

As part of the 21R3 release, OpenData will launch 9 new countries for general availability. These new countries cover the entire Balkan region (**Albania, Bosnia, Croatia, Montenegro, North Macedonia, Romania, Serbia and Slovenia**) and **Iceland**. These new countries will include HCP records, such as physicians and pharmacists, and HCO records, such as hospitals, pharmacies, clinics, etc.

For 2022, we are planning to expand even further. So, stay tuned for our next releases.

#### *Benefits*

To support large global teams OpenData needs to be in the markets wherever our customers are operating. In direct response to that customer need, we are expanding our OpenData footprint into these 9 new markets. Sales and marketing teams will be able to accelerate commercial activities within these countries.

### HCP Emails

#### *Enhancement Overview*

We are very happy to announce that verified emails will be part of the OpenData HCP profile. However, OpenData will take a slightly different approach compared to other data providers. In today's world emails are as commonplace as a telephone number or a physical address, and there is no reason to consider an email a premium data attribute anymore, fetching high prices. In terms of availability, OpenData will be treating emails just like any other OpenData attribute.

HCP Emails will be part of the core HCP profile at no additional cost for all customers with an Enterprise License Agreement. With 21R3, we are launching Emails for physicians in EU5. And we plan to constantly increase the scope and coverage over the upcoming releases.

#### *Technical Details*

Table	Field Name	Field Label	Description
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HCP	email_1__v ... email_10__v	Email 1-10	Email address of HCP
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### *Benefits*

Emails are one of the fastest growing communication channels that never cease to grow. Pharma reps are sending more and more emails every year to deliver content. Veeva OpenData HCP Email data will provide commercial teams with constantly verified and refreshed email addresses to address their potential targets.

## **Geocodes**

### *Enhancement Overview*

Over the past two years, OpenData has made geocodes available for selected countries. These geocodes were used to help define sales territory alignments. We're happy to announce that latitude and longitude geocodes will now be available for all OpenData Europe addresses.

### *Technical Details*

Table	Field Name	Field Label	Description
ADDRESS	latitude__v	Latitude	Latitude of address
ADDRESS	longitude__v	Longitude	Longitude of address

### *Benefits*

The Geocodes will plot each HCP and HCO precisely on a map for pharma reps to plan the most efficient visit routes as well as support geographical sales territory planning.

## **HCP Professional Title Alignment**

### *Enhancement Overview*

In 21R3, we will be enhancing the Professional Title Field for all OpenData Europe HCPs. The Professional Title Values of all OpenData Europe HCPs will be aligned to the classification standard the European Skills, Competences, Qualifications and Occupations (ESCO).



The implantation of these new values will begin on December 20, 2021 and will continue until January 31, 2022. All affected OpenData customers have received a separate communication about this already.

*Technical Details*

Table	Field Name	Field Label	Description	Reference Type
HCP	professional_title__v	Professional Title	Professional Title of HCP	HCPProfessionalTitle

HCP Type Code	HCP Type Label	Professional Title Code	Professional Title Label
A	Animal Health	VET	Veterinarian
O	Business Professional	ASST	Assistant
		FIN	Financial Officer
		HSM*	Health Service Manager
		SMR*	Shop Manager
		MSEC*	Medical Secretary
		PUR	Purchasing Officer
		SGO*	Senior Government Official
		TECH*	Technology Engineer
		TCH*	Teacher
DT	Dentist	DENT	Dentist
D or R	Doctor or Resident	GP	General Practitioner
		SD	Specialist Doctor
N	Non-Prescribing Health Care Professional	AESSTAFF	Aesthetic Staff
		AW*	Ambulance workers
		AN	Assistant Nurse
		AUXPUE	Childcare assistant



		DENSTAFF	Dental Staff
		DIET	Dietician
		COOK	Head chef
		HCA	Health Care Aide
		LAB*	Laboratory Technician
		MEDAS	Medical Assistant
		VIS*	Eye Care Professionals
		PHT	Pharmacy Technician
		PHYSIO	Physiotherapist
		POD	Podiatrist
		ORTHOP	Orthopedist-Orthotist
		DPR*	Dental Prosthetist
		PSY	Psychologist
		RADIO	Radiographer
		SCT	Scientist
		SW	Social Worker
		SLT	Speech and Language Therapist
N or S	Non-Prescribing Health Care Professional or Student	OHP*	Other Health Professionals
NU	Nurse	MIDW	Midwife
		N	Nurse
PH	Pharmacist	P	Pharmacist

\* New Values

*Benefits*



Aligning the HCP Professional Title to the ESCO will anchor the OpenData HCP classification to a neutral, unbiased, standardized source. It will also establish a ‘common language’ of OpenData professions across Europe allowing for cross European comparability.

### Proactive OpenData Updates

Veeva OpenData Europe is continually being updated and enriched on a proactive basis to ensure that all HCPs and HCOs are of the highest quality and remain actionable for our customers.

In the period since the 21R2 release, the following number of HCPs and HCOs were proactively created and updated across all OpenData European countries.

Entity Type	Records Created	Records Updated
HCP	226.744	1.005.392
HCO	160.313	319.895

## Country Specific Enhancements

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### France

- In the 21R2 release, the full nurse population was released for France. In this release, the RPPS Identifier, which was historically only available for doctors, dentists or pharmacists, will now be available for nurses. This is important for many pharma companies that disclose transparency payments beyond the traditional doctors. Transparency reporting in France can now include the full profile details, including the RPPS ID for nurses.
- In line with our vision to capture the complete healthcare ecosystem, we’re happy to announce that we have expanded the non-prescribing healthcare population by adding more than 100k new professionals. We can now deliver the complete population of physiotherapists, podiatrists and prosthetists, as well as their affiliations to practices, community centers, retail stores or any other locations.
- Finally for France, we have introduced the new field “Professional Activity Mode”. This field is enabling the Professional Title Alignment which was mentioned earlier. To maintain business continuity with our French users, the 3 values (Hospital Practitioner, Private Practitioner and Dual Practitioner) will migrate from the Professional Title field to this new field.

Table	Field Name	Field Label	Description	Reference Type
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HCP	professional_activity_mode__v	Professional Activity Mode	HCP's professional activity distribution within the public and private sector	HCPProfActivity Mode
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HCPProfActivityMode Code	HCPProfActivityMode Label
MHTP	Hospital Practitioner
MHTPA	Dual Practitioner
PLIB	Private Practitioner

## Italy

- In our last release 21R2 we expanded the coverage of the Codice Ministeriale ID to all Italian public hospitals. In this release, we have now completed the full coverage of the Codice Ministeriale ID for the entire Italian market, including both the public sector and the private sector.

## Spain

- In line with our proactive updates, we have added more than 10k new Spanish hospital residents to OpenData, including: doctors, pharmacists, nurses, psychologists, biologists, biochemicals and radio physicists. This great addition will make the search easier and drastically reduce the task of adding these professionals by the sales representatives.


## United Kingdom & the Republic of Ireland

- Two new attributes will be visible on the HCP and HCO address level. They will allow tracking the link between the HCP address or HCO address and their parent strategic and primary care organizations based on the geographical location. The purpose of this change is to increase the reporting capabilities and territory alignment across Veeva systems such as Veeva CRM or Veeva Network.
  - Example: "Willingham Medical Practice" based in " 52 Long Lane Cambridge CB24 5LB England" . The additional two attributes are available in the geo\_subdivision\_1\_\_v and geo\_subdivision\_2\_\_v will be:





- Direct parent based on the postcode allocation (06H - NHS Cambridgeshire and Peterborough CCG)
- Higher health authority based on the postcode allocation (QUE - Cambridgeshire and Peterborough STP)

	<b>Willingham Medical Practice</b>	Unique Veeva ID <b>524582651776992256</b> Status: Active ODS Code: <b>D81084</b>
Address	52 Long Lane Cambridge CB24 5LB England	
Geo 1	<b>06H - NHS Cambridgeshire and Peterborough CCG</b>	
Geo 2	<b>QUE - Cambridgeshire and Peterborough STP</b>	

- Please note that the parent health authorities are still visible through the affiliation hierarchy as we have been doing it in the past.
- Proactive validation of the Alcohol Liaison Nurses and added Alcohol and Addiction support organizations and charities such as Change Grow Live.

## Support

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### OpenData Release Notes

For detailed information on the OpenData enhancements, please contact your Veeva Account Executive or OpenData Customer Success Manager, or visit the Veeva Support Center.

To review previous Veeva OpenData Release Notes, please utilize this hyper-link: [Veeva OpenData EU Release Notes](#)

### Network & OpenData Customers

For information about adding Veeva OpenData fields, see the topic called Adding Veeva OpenData fields in the Veeva Network Online Help: [Veeva Network Online Help](#) or contact your usual Veeva support point.

### Veeva Support Portal

To view Veeva product solution articles, post questions & product suggestions, or open an OpenData related support ticket, visit the Veeva Support Portal: [Veeva Support Portal](#)