

▼veeva OpenData

OpenData Europe
Enhancements 21R3

December 2021

▼veeva

Save The Date

21R3 Release
Deep Dive Video

Production
Release

10
DEC

20
DEC

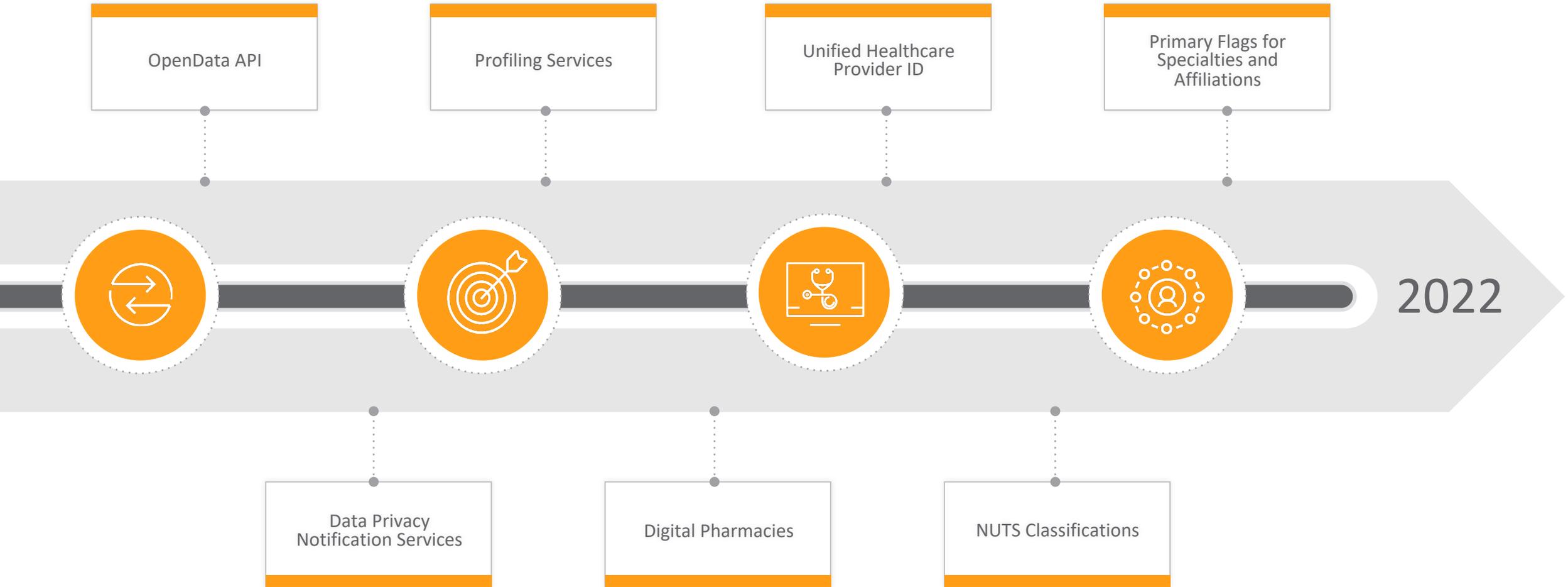


Important Disclosures

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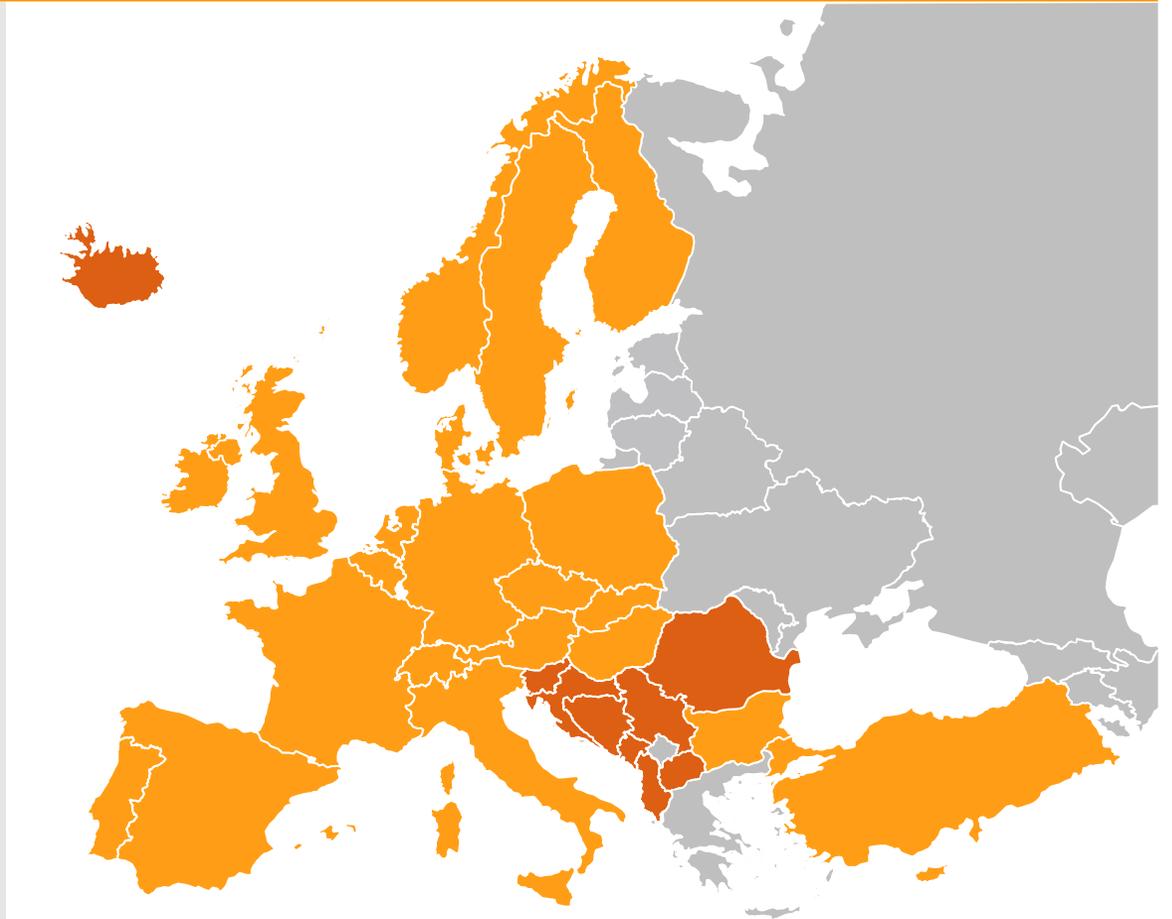


New in the Last 12 Months



Balkan and Iceland Expansion

- Adding 9 new countries to OpenData Europe
 - Albania
 - Bosnia
 - Croatia
 - Iceland
 - Montenegro
 - North Macedonia
 - Romania
 - Serbia
 - Slovenia



Email Data

Cultivate untapped channels with HCP emails



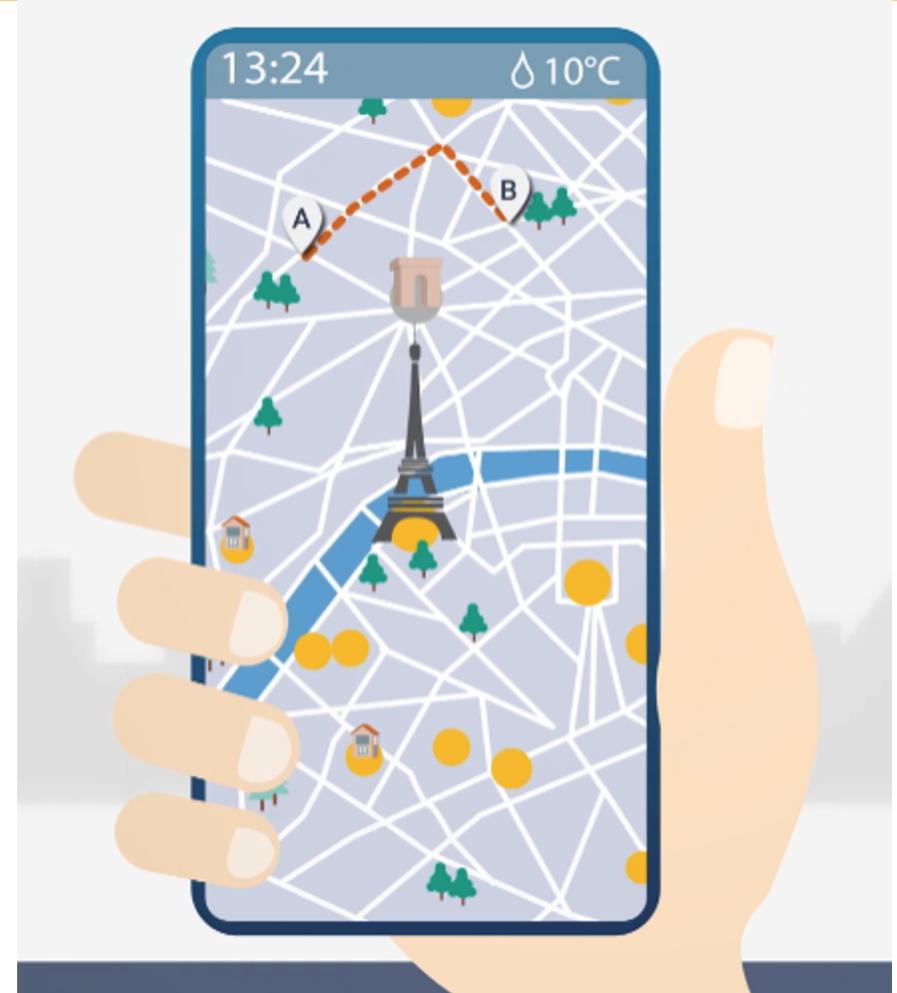
Appended to HCP profile at no additional cost

Multiple validation steps
(no hard bounces)

Consent preferences linked to HCP
and secured through Approved Email

Geocodes

- Latitude and longitude **geocodes** for all OpenData Europe addresses
- Enables most **efficient visit routes** for reps
- Supports geographical **sales territory alignments**



HCP Professional Title Alignment

- Enhancements
 - Professional Title field will be defined for all OpenData Europe HCPs
 - Values will be aligned to the classification standard: European Skills, Competences, Qualifications and Occupations ([ESCO](#))
- Benefits
 - HCP classification granularity in a single field
 - Anchor OpenData HCP classification to a neutral, unbiased standardized source
 - Establish a “common language” of OpenData professions for European comparability
 - Guide and inform HCP population growth
 - Enable connectivity to European market trends and statistics
- Impact
 - Contact Managed Services to enable mapping of new Professional Title values and translations

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
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
PH	Pharmacist	N	Nurse
		P	Pharmacist

* New values

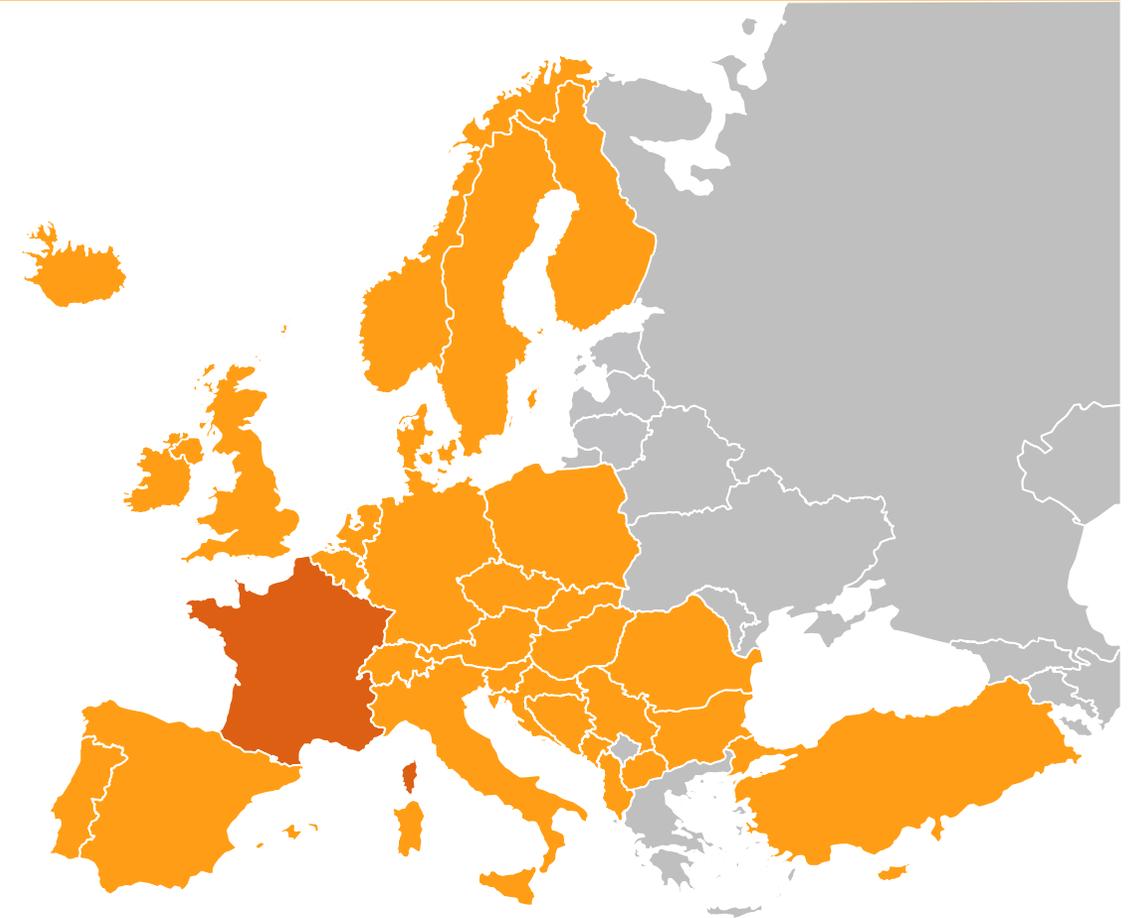


France

- RPPS ID available for nurses
- New populations
 - Podiatrists
 - Physiotherapists
 - Prosthetists
 - Prosthetics Stores
- New Professional Activity Mode field
 - Hospital Practitioner
 - Private Practitioner
 - Dual Practitioner

Professional Activity Mode

Hospital Practitioner

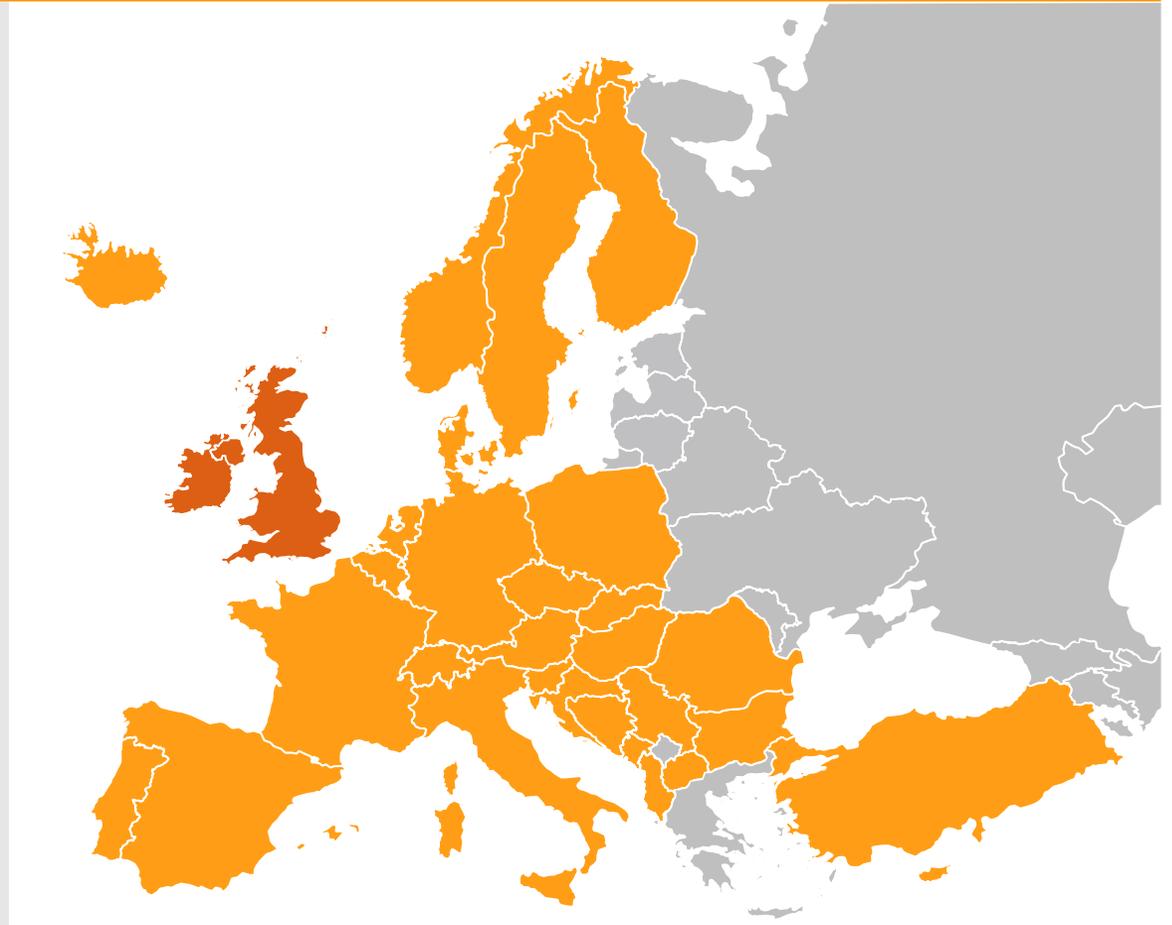


United Kingdom & Republic of Ireland

- UK Geographic Subdivisions based on ODS Postcode Directories (Strategic Health Partnerships and Primary Care Organizations)

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

- Addiction Support Organizations and Alcohol Liaison Nurses



Italy

- Codice Ministeriale ID expansion from pharmacies and public hospitals to entire healthcare system (including private clinics)
 - Transparency reporting
 - Tighter integration with Ministry of Health

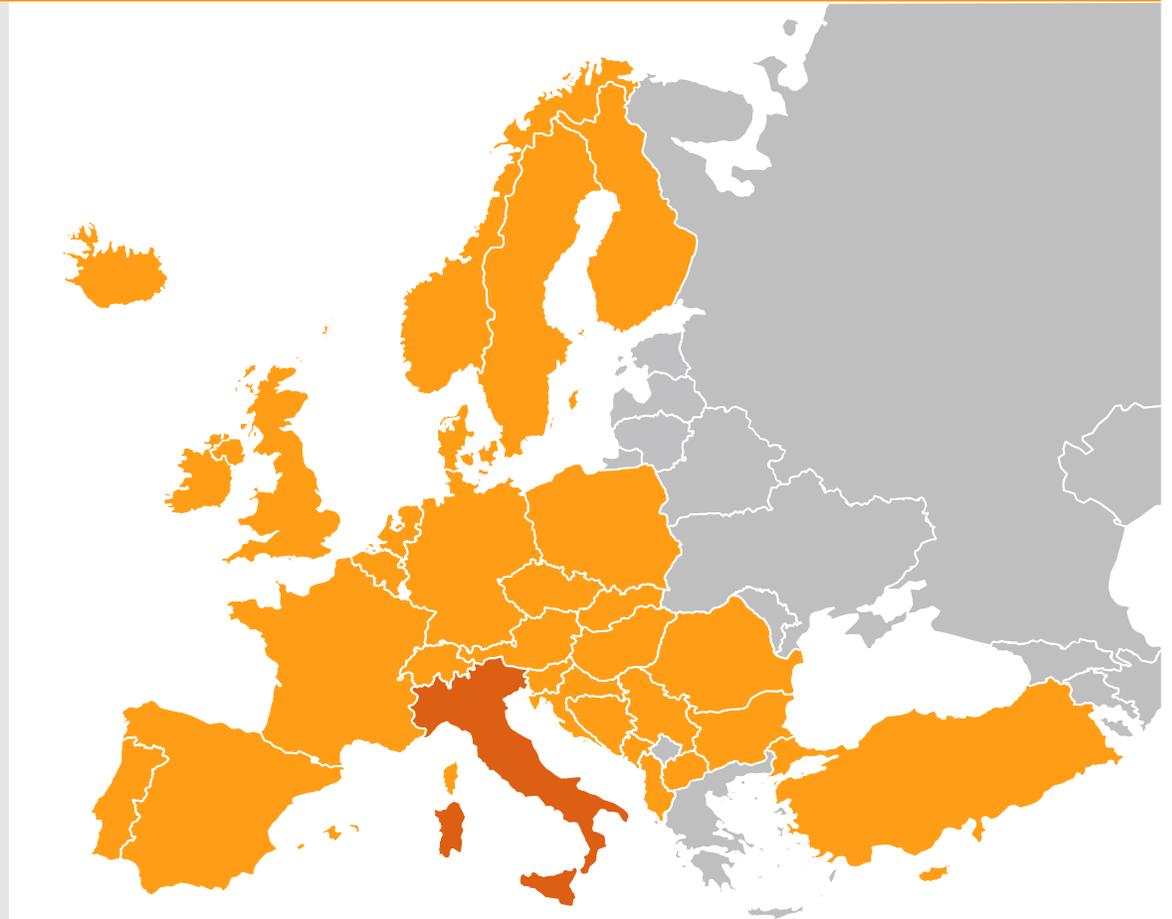


 **Clinica Nuova Itor** ☆

#clinic

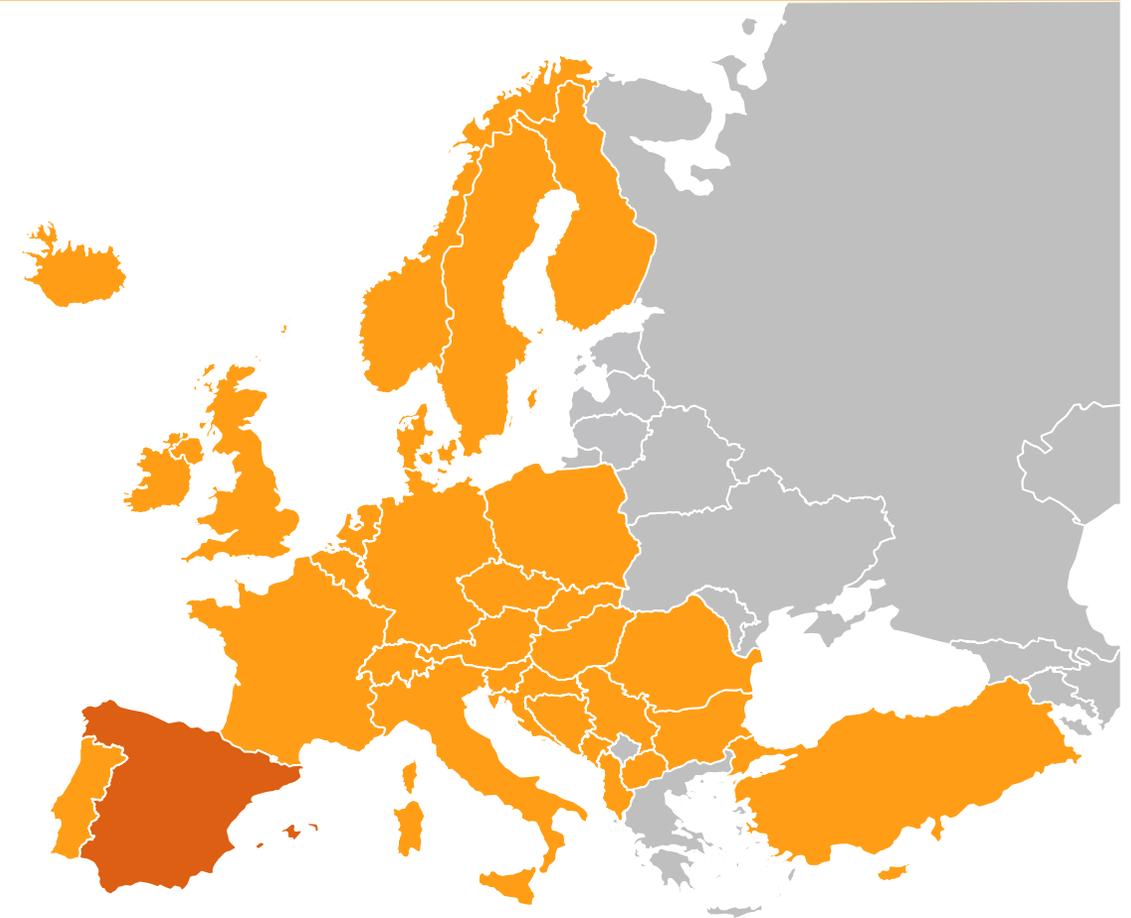
FULL ADDRESS Via Di Pietralata 162 Roma 00158 Rome
No Primary Specialty defined. Organization, Clinic

Codice Ministeriale
120166



Spain

- New population: Hospital Residents
 - Doctors **MIR**
 - Pharmacists **FIR**
 - Nurses **EIR**
 - Psychologists **PIR**
 - Biologists **BIR**
 - Biochemicals **QIR**
 - Radio Physicists **RFIR**



Veeva OpenData

21R3 Data Maintenance



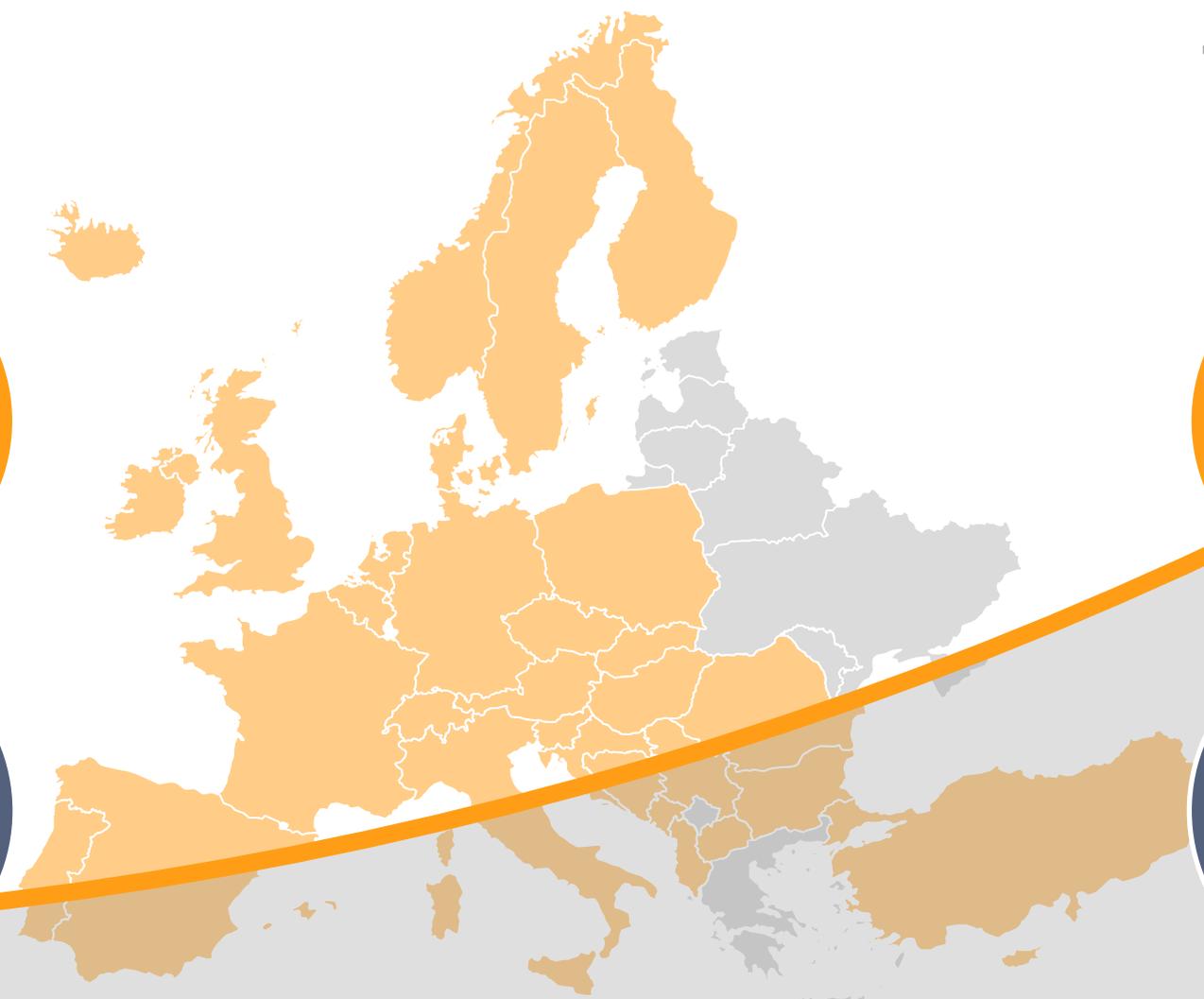
230k
New HCPs

1M
HCP Updates



160k
New HCOs

320k
HCO Updates





Thank you