



Veeva OpenData

Veeva OpenData Europe 22R1 Pre-Release Webinar FAQ

April 2022



Public Claims Data:

What value does it add to my business and how much does it cost?

Public Claims Data helps you to dynamically fulfill your R&D and commercial targeting business needs. It allows you to identify HCOs which have high concentrations of cases for a particular disease. You can concentrate your activities for clinical drug trials collaboration or Sales go-to-market to these HCOs. We also provide the reference IDs to our OpenData database for these HCOs - that gives you direct access to the HCP information in these HCOs as well.

The early adopter package consists of an annual subscription for public claims data - its cost depends on your requirements for datasets from different geographies and size of your business. Please reach out to your Veeva Customer Success Manager or Veeva Sales Executive to define your requirements and discuss corresponding pricing.

You let us know of your interest in Public Claims Data via your Veeva commercial contact which could be your Veeva Customer Success Manager or Veeva Sales Executive. We will set up a call with you to understand your exact requirements and jointly define relevant datasets for your early adopter package.

Emails:

I would like to get emails for my subscription. How do I get this done?

Emails are appended to HCP profiles at no additional cost for ELA customers. Any customers who would like to get this addition should speak with their OpenData Customer Success Manager who will be able to explain the next steps.

Emails:

What is the email coverage in the EU-5 and Nordics

We focus our email collection on medical doctors and residents. For these populations we have a coverage between 50% and 75% in the mentioned countries.

Web reveal:

Is the web reveal functionality available to all OpenData customers?

Web Reveal is available for all Customers subscribing to an ELA (Enterprise License Agreement). Services team will provide the credentials to Customer as part of the OpenData implementation projects or any time post go live for existing Customers through Post Go Live services contract.



Data Privacy Notification Services:

If you are not an ELA customer, can you still sign up for the Data Privacy Notification Services via email?

You do not need to be an ELA customer to access the Data Privacy Notification Service. The Data Privacy Notification Service is available to all OpenData customers. The ability to support the email channel using the Data Privacy Notification Service is on our roadmap.

UK:

What does the new NHS structure mean for my current data? Will I lose data? Will there be any downtime?

In OpenData we are implementing the changes reflecting the evolution of the NHS. This means that some new HCOs are being created while others (such as the Clinical Commissioning Group - CCGs) will be deactivated. Some HCPs will change their parent organizations. For instance:

- Medical practices have their direct links to the Clinical Commissioning groups removed (only the links to the Primary Care Network (PCNs) organizations or GP Federations will remain)
- CCG member HCPs are being gradually moved into the new structures within the Integrated Care Systems (ICSs) such as leadership teams or governing bodies.
- Some HCOs will get a parent link to ICSs as they are formally part of the ICS structure (examples: NHS trusts, local authorities such as city councils)

In case your subscription covers these HCPs and HCOs you will not lose any data however you will see that these records will be updated or have some parent affiliations inactivated.

DE:

Which HCPs did you add? Can you share some more details on the additional populations?

The addition focused on the whole German Healthcare ecosystem. So there were physicians included but we also added plenty of non-prescribing HCPs, nurses and business professionals.

Some exemplary additions:

- >15.000 care service manager (Pflegedienstleiter) for elderly care/nursing services
- >8.000 administration heads (Verwaltungsleiter) for those
- >4.000 midwives
- >6.000 managing directors for different health service companies



PT:

Can I have pharmacy technicians for other countries?

There are populations that are not easy to obtain. At OpenData we always make an effort to achieve the success of our customers. Depending on each country, this information may be more or less available. Therefore, if there are any customers interested in having a specific population, my suggestion is that they contact their customer success manager in order to better understand these needs and be able to provide them with the best experience.

Support

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](#)