Veeva OpenData

Veeva OpenData Europe 22R1 Release Notes

April 2022

Contents

About these Release Notes

The Veeva OpenData Europe Release Notes describe the features, updates, data impacts and customer benefits included in this Veeva OpenData Europe Major Release 22R1 Product Update. Veeva OpenData Europe refers to 35 European countries. These release notes will identify whether an enhancement applies to multiple countries or a specific country.

Multi-Country Enhancements

Integration with Veeva Link

Enhancement Overview

Veeva OpenData is integrated with Veeva Link real-time customer intelligence data. All key people from Link are available in OpenData. Today, this represents over 300.000 HCPs in Europe and the Veeva Link Key People universe is continuously growing.

In addition to that, OpenData has added a new master field providing the URL to the Veeva Link HCP advanced profile.

Technical Details

A new master field 'veeva_link_url__v' has been added at HCP level - This field will contain the URL to the Link profile that can be used within Veeva CRM to retrieve the Veeva Link extended profile information and display it on Veeva CRM account layout.

Important note: Only customers subscribing to Veeva OpenData and Veeva Link and using Veeva CRM can benefit from this new feature.

Benefits

Benefits for our customers are that Veeva OpenData, Veeva Link and Veeva CRM are pre integrated and that Veeva CRM users get the 360° view of their customer universe with direct access to both Veeva OpenData full healthcare ecosystem and Veeva Link enriched Key People profiles.

Public Claims Data Early Adopter Package

Enhancement Overview

OpenData Europe is introducing a new product for Public Claims Data in Europe. With this release, it is available for early adopter customers to support your dynamic business needs. Public claims data in Europe contains 4 different datasets, which are

- Hospital Admissions
- Medical diagnosis
- Medical procedures, and
- Drug prescription

We have this data available at HCO or regional level for European countries (i.e., Germany, France, Italy, UK, Spain) based on local regulations and data availability. We are opening the sign up for our "Early Adopter Package" with this release. Our "Early Adopter Package" includes,

- Tailored database extracts based on your requirements for 15 European countries (EU5 countries in 22/R1, 10 additional countries in 22/R2)
- 10 days of services support, and
- the opportunity to co-shape the Product Roadmap with us

Benefits

These datasets help you dynamically fulfill your R&D and commercial targeting business needs. Public Claims Data allows you to identify HCOs, and with the link to our OpenData the corresponding HCPs, which have high concentrations of cases for a particular disease. This will allow you to identify best opportunities to collaborate with the HCOs/HCPs for clinical drug trials specially for rare diseases.

Public claims data also enables micro-targeting for sales and marketing activities by combining diagnosis, procedures, and prescription for a disease with its geographical footprint. Additionally, it provides insights on share of prescription drugs directly at prescribing HCO level which will enable you to identify target HCOs for your Go-to-Market strategy.

HCP Email Data expansion

Enhancement Overview

With 21R3, we launched Emails for physicians in EU5. In line with our commitment to provide HCP emails for all of Europe, we are happy to announce that in 22R1 verified Emails are now available for 7 key countries: the **5 Nordic countries** (Sweden, Norway, Denmark, Finland, Iceland)**, Ireland and Hungary**

As per our approach, the new HCP Emails will be part of the core HCP profile at no additional cost for our customers with an Enterprise License Agreement. We will continue to constantly increase the scope and coverage over the next releases. So watch out for further updates.

Technical Details

Table	Field Name	Field Label	Description
HCP	email_1__v … email_10__v	Email 1-10	Email address of HCP

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.

OpenData Web Reveal

Enhancement Overview

OpenData Web Reveal is a new solution that leverages the OpenData API to help convert anonymized web traffic into actionable leads. In order to access reserved content, HCPs need to pass through a login portal using their name and email. OpenData Web Reveal connects that login experience with OpenData using the OpenData API, so HCPs who login are de-anonymized and matched to an OpenData ID.

Technical Details

OpenData Web Reveal uses the OpenData API. The OpenData API technical documentation is found here: https://developer.veevaopendata.com/

Benefits

After the HCP is de-anonymized and matched to an OpenData record, the sales team can follow up on that lead knowing the HCP's name, specialty and where they work.

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 21R3 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	130.000	1.000.000
HCO	30.000	230.000

Country Specific Enhancements

Germany

Enhancement Overview

In Germany, the focus of this release is the increased coverage for the broader German healthcare ecosystem. Therefore we added 100.000+ records to the German database, incl. 60.000+ "Non-prescribing HCPs" and "Business Professionals" including nurses, pharmacists, dieticians, diabetes specialists, medical controllers and psychologists.

For HCOs, we enriched our database with Institutionskennzeichen (IK) numbers for hospitals.

Technical Details

Table	Field Name	Field Label	Description
HCO	organization_id__v	Hospital Organization ID	IK number for hospitals

Benefits

The broader coverage will help our customers to target even more HCPs in the core as well as in the extended Healthcare Ecosystem in Germany. The IK number enhancement allows our customers to use the IK numbers as unique identifiers for hospitals to get even more precise matching results.
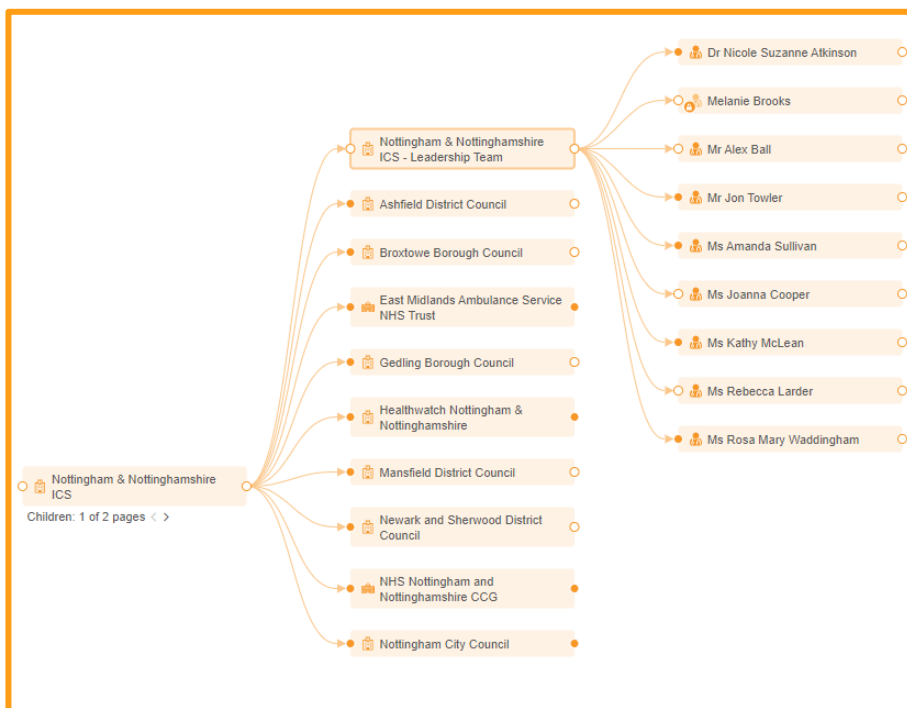
United Kingdom & the Republic of Ireland

Enhancement Overview

In England, the focus is around the Integrated Care System (ICS) transformation. All ICS are becoming fully operational and they will be taking over the responsibilities of the CCGs. In recent weeks, we have proactively validated all the 42 ICSs and partnering/affiliated organizations such as NHS Providers (NHS Trusts), local authorities, and CCGs (some still officially exist). We have also been updating the affiliated HCP profiles who are now joining the ICS organizations (ICS Boards, Committees, and Executive Teams).

Below is an example of one of the ICS (Nottingham and Nottinghamshire ICS). This recently updated OpenData structure contains borough councils, NHS trusts, ICS leadership team (ICS board with all the key HCPs), and other partnering organizations that belong to the ICS.

Technical Details

All Integrated Care Systems are managed as HCO records with the HCO Type "Integrated Care Systems (ICS)". The members of the ICS are managed as child organizations.

Benefits

The updated Integrated Care System view in OpenData provides an opportunity for better targeting and territory alignment. Visibility of the HCP stakeholders within the Integrated Care Systems allows identifying the key decision-makers instantaneously.

France

Enhancement Overview

In France, the calculated field "Professional Activity Mode", introduced in the previous release for doctors, has been extended to all Non-Prescribing HCPs like nurses, physiotherapists or psychologists.

Technical Details

Table	Field Name	Field Label	Description	Reference Type
HCP	professional_activity_mode__v	Professional Activity Mode	HCP's professional activity distribution within the public and private sector	HCPProfActivityMode

HCPProfActivityMode Code	HCPProfActivityMode EN Label
MHTP	Hospital Practitioner
MHTPA	Dual Practitioner
PLIB	Private Practitioner

Benefits

This enhancement allows our clients to have more granularity and selection capabilities on the locations types where to address those healthcare professionals.

Portugal

Enhancement Overview

In Portugal, for this release, we have expanded our coverage of Pharmacists by adding over 2.000 new professionals, as well as adding a whole new population of Pharmacy Technicians, with over 4.000 HCPs working in retail pharmacies mainly.

As part of our HCO offering, we have added a new field that will include a new identifier: The Registration ID. In this field we are storing the identifier from Infarmed (https://www.infarmed.pt/) corresponding to the "Número do Alvará" for Pharmacies. This new identifier will also be used for any type of HCO.

Technical Details

Table	Field Name	Field Label	Description
HCO	registration_id__v	ID de registo	Registration identifier for HCOs

Benefits

This new enhancement will allow our customers to be sure that every pharmacy in OpenData Portugal is officially registered in the Infarmed database. In addition, the new identifier can be added to any downstream system, which will facilitate its integration for the entire company.

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