

# Advancing Digital-First Medical Information

## BENEFITS



**COLLABORATION**  
to pioneer innovative  
concepts



**TECHNOLOGY**  
to extend and accelerate  
capabilities



**EXPERTISE**  
to shape the future of  
medical information

Over the past few years, the industry has seen digital transformation evolve from ambitious goal to strategic imperative. Life sciences companies are embracing technology and innovation to ensure they keep pace with the changing needs of customers.

phactMI and Veeva have partnered to help medical information teams navigate their own transformation journey. Together, our teams focus on strategic initiatives that help extend and accelerate medical information's ability to provide best-in-class service to the HCPs and patients who rely on their support.



*We look forward to pioneering new concepts and innovative solutions that elevate the practice of medical information and shape its future ways of working.*

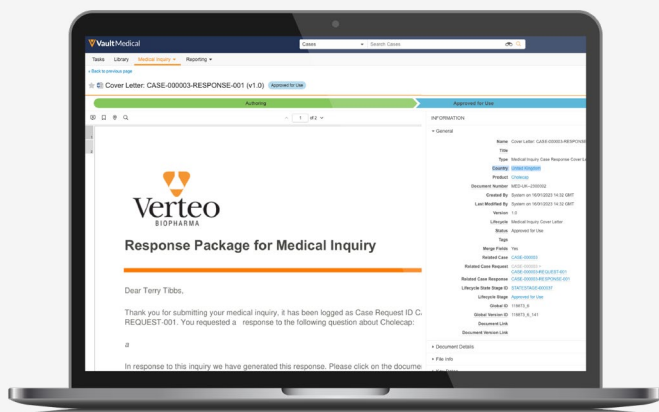
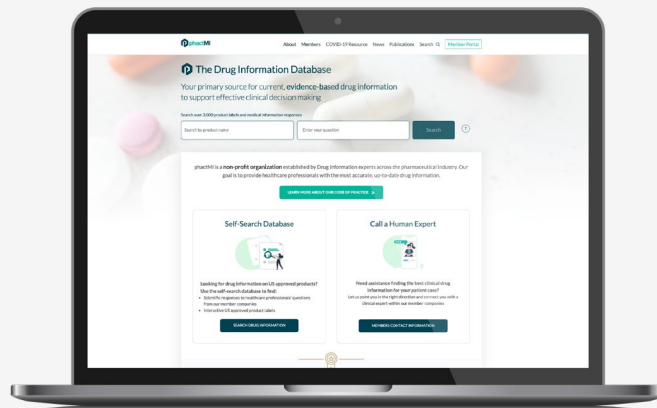
— Jon Stelzmler, Chief Executive Officer, phactMI

## Elevating Medical Information Practices

At the core of our partnership is a shared commitment to supporting medical information's evolution as a function. We are working as one to translate innovative concepts into real-world solutions that elevate what medical information can achieve.

Our solutions cover a wide spectrum of capabilities that make drug information processes more efficient and resources more accessible to those who seek them out.

phactMI's **Drug Information Database** provides a centralized platform for healthcare professionals to access the most up-to-date, accurate, evidence-based drug information developed by phactMI member companies to support the safe and effective use of their products.



**Veeva Vault Medical** supports the end-to-end lifecycle for medical content and inquiry management. It includes **Vault MedComms**, a regulated content management application, and **Vault MedInquiry**, an application for managing the intake of and response to medical information requests.

phactMI currently leverages Vault Medical to help its member companies surface medical information resources in its aggregated portal.

Going forward, we will explore ways to enhance this existing integration, how we can standardize the capability, and make it easier to adopt. We will also look at additional integration opportunities across Veeva products that improve the dissemination of medical information in the digital space.



*We are excited to work with phactMI and bring forth innovation that helps life sciences companies disseminate medical information more effectively.*

– Callum Hawes, Senior Director of Medical Inquiry Strategy, Veeva