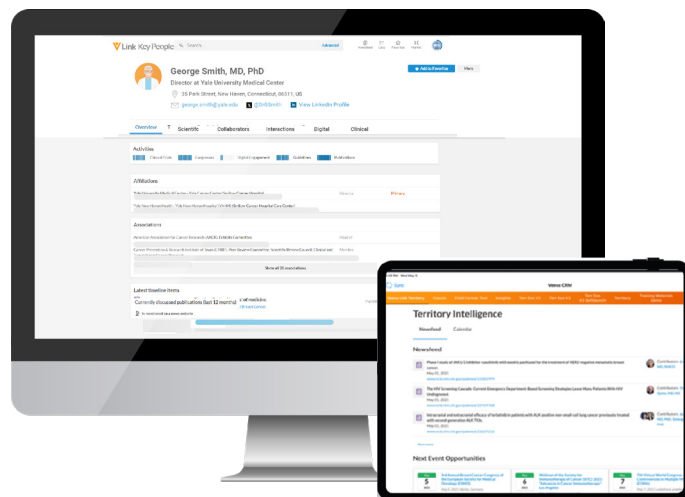


Trusted customer insights

Veeva Link Key People enables more relevant engagement with medical and scientific experts



What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they collaborate with, their patient mix, and even their social media activity. Veeva Link Key People brings all this information together in one place to power value-driven interactions.

Business Benefits

- **Find the right people** – identify and prioritize all relevant scientific, digital, and clinical leaders
- **Stay up to date** – keep track of their scientific and digital activities with deeply curated customer profiles, a personalized newsfeed, and weekly update emails
- **Personalize engagements** – find new opportunities to engage and leverage the most relevant talking points

The Industry Trusts Link

15/20

top biopharmas
use Link Key People

12/20

top biopharmas
standardized across TAs

95%

renewal
rate

77%

of users report
better engagement

Why Link Key People?

Better Data












Machine learning combined with human curation ensures data with unrivaled depth and accuracy.

Better Engagement

Link's rich insights enable more relevant interactions and visibility across functions.

Value-driven Innovation

Veeva Link is relentlessly innovating to deliver maximum value across the organization.

-  Scholarly Publications
-  Educational Background
-  Scientific Events / Congresses
-  Clinical Trials
-  Clinical Guidelines
-  Payments / Transactions
-  Patient Mix
-  Industry Collaborations
-  Scientific Associations
-  Healthcare Organizations
-  Social Media



Features

Deep data

- Data accuracy and coverage enabled by years of machine learning and validated by 2,000+ experienced data curators
- Insights across all therapeutic areas
- Data updated with high frequency

Seamless integration across Veeva products and beyond

- CRM Connector provides KOL insights using account and territory views
- Tailored information and compliant data views in Vault CRM for both medical and commercial teams
- CRM Events Management Connector visualizes Link profiles in Vault CRM Events Management for more informed speaker selection
- Common data architecture enables seamless connections with other Veeva products
- Link Direct Data API available with daily updates for easy consumption in downstream applications

Connected insights and intelligence

- Network analysis feature visualizes connections between experts and associations
- In-depth congress insights, including full congress agendas, dates of sessions and contributions, and expert engagement suggestions
- Planned and completed KOL interactions from all customer Vault CRM orgs visualized in Link Key People profiles
- Interactive map to find and filter experts in your territory or a local area
- Current and past company sponsorships and collaborations

Global footprint

- Market insights tailored for each region across 90+ countries
- Data curators are native speakers, ensuring nothing is lost in translation
- Global, regional, and local congress and event information captured months ahead of time

Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Purchased data in compliance with all applicable privacy and data protection laws
- Meets highest security standards and GDPR requirements
- Operates according to ISO quality standards (27001:2013, 27017:2015, 27018:2019 certified) with regular audits and penetration tests
- Low impact on IT and administrative resources

Unique datasets

- Unrivaled depth and breadth covering 150,000 annual congresses and events and 58,000+ associations
- Education summary including medical school, residency, and fellowships
- Career highlights and activity over the last 10 years reveal the experience, focus, and goals of KOLs
- Clinical leader scores using US claims summary data, powered by Veeva Compass

Link Mobile App

Search and view Link Key People profiles on-the-go with the Link mobile app.