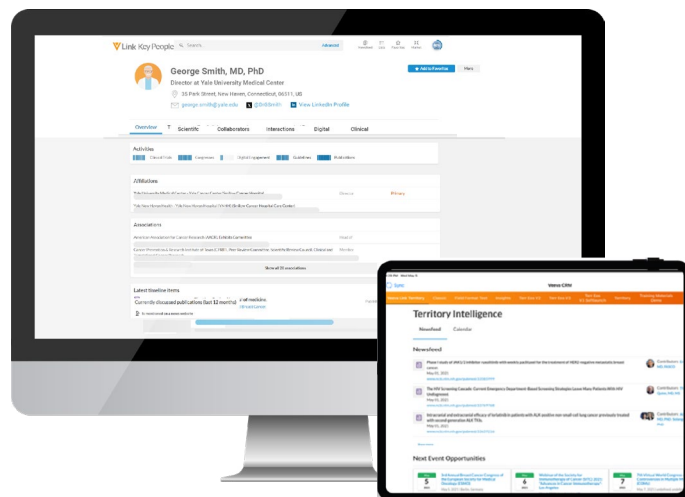


# Deep KOL Data for Better Engagement

**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
- **Grow relationships** – find new opportunities to engage and leverage the most relevant talking points
- **Power your AI** – fuel innovation and enable additional use cases with Link's accurate, structured, and connected data

## The Industry Trusts Link

**15/20**

top biopharmas  
use Link Key People

**13/20**

top biopharmas  
standardized across TAs

**95%**

renewal  
rate

**77%**

of users report  
better engagement

## Why Link Key People?

### Trusted Data

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

### Proven Adoption

Link's intuitive interface and CRM integration leads to high user adoption across teams.

### Rapid 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 more data curation than the rest of the industry combined
- AI based on 30 million human curator hours
- Insights across all therapeutic areas
- Data updated with high frequency

### 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
- Over 1 million social media handles, a digital activity overview including X posts and podcasts
- An AI summary with aggregated insights

### 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

### 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

### 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

### Link Mobile App

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