

# Cracking the code on measuring medical impact

Veeva's **medical impact framework** establishes a holistic approach to measuring impact. It starts with simple measurements and increases in complexity as the focus areas become more patient-centric and complex.

There is no "cookie cutter" approach to measuring medical impact. Each biopharma will prioritize the modules that make the most sense for its business priorities, therapeutic areas, product lifecycle stage, maturity, and data quality. Veeva Business Consulting helps customers demonstrate business value from medical activities and finally "crack the code" on measuring medical impact.

Veeva Business Consulting partners with medical affairs teams to establish the right measurements to solidify their strategic leadership role. Projects are tailored to meet the organization's individual needs and focus on the right data, metrics, and integrated technology along with the people, process, and culture needed to make this shift.

## BENEFITS



### Industry-wide data

Understand healthcare providers' willingness to engage based on bricked industry access levels and channel preferences.



### Longitudinal patient data

Access to longitudinal, granular patient data (including dispensed prescriptions, procedures, and diagnoses) designed for today's complex therapies.



### Real-time customer insights

Gain visibility into an HCP's real-time scientific reach, leadership, and influence.



### Connected data, software, and business consulting

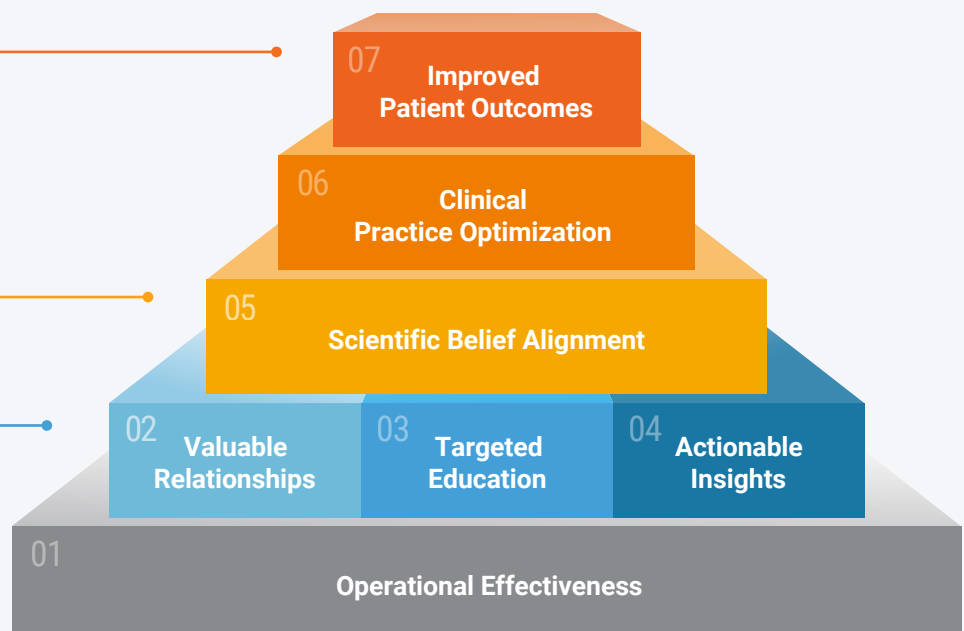
Fit-for-purpose technology and services together establish the operational foundation for more advanced patient-centric metrics.

#### 07. Field Medical Impact Analysis

#### 05. Market Insights and Scientific Trends Across the Product Lifecycle

#### 02. Data-Driven Field Medical Excellence (Analysis & Activation)

01. • Medical Operating Model Design and Optimization
- Vault Medical Health Check
  - CRM Optimization for Medical





## Examples of Veeva Business Consulting offerings to advance medical impact measurement

### Medical operating model design and optimization

Put external stakeholders at the center of engagement strategies with an optimized operating model.

- Define a prioritized set of metrics focused on measuring both medical activity and patient-centric impact
- Clearly define roles, governance, and ways of working
- Identify and prioritize insights across functions and therapeutic areas
- Streamline processes and optimize technology to focus on engaging a broader group of stakeholders

### Data-driven field medical excellence (analysis and activation)

Improve and prioritize engagement with the right customers and analyze the strength and quality of existing relationships.

- Identify key customers and determine the right balance for optimal engagement
- Conduct expert mapping, archotyping, and identification of digital influencers and their networks
- Complete MSL sizing, territory design, and activation

### Vault Medical health check

Measure the impact of scientific data and evidence dissemination and whether it closed HCP educational gaps.

- Ensure optimized utilization of Vault Medical applications
- Improve or evolve key content and medical information business processes
- Provide sequenced roadmaps across people, processes, and technology initiatives

### Market insights and scientific trends across the product lifecycle

Measure the alignment of evidence between medical affairs and its stakeholders across the product lifecycle.

- Monitor scientific share of voice and benchmark asset performance
- Understand trends in scientific contributions
- Identify topics motivating experts and patient social media contributions

### CRM optimization for medical

Understand the level of CRM user adoption — a critical starting point for substantiating impact.

- Clearly define adoption pain points and root causes of low digital maturity
- Develop the case for change by connecting the value of CRM to medical priorities
- Provide actionable roadmaps to focus resources and efforts

### Field medical impact analysis

Focus your field teams on how they positively impact patient outcomes by addressing areas of unmet needs.

- Understand gaps in care related to disease awareness, time to diagnosis, treatment adoption, etc.
- Define field impact metrics based on market analysis data
- Assess changes in behavior based on changes in field medical intervention and education