Veeva
BUSINESS CONSULTING

WHITE PAPER

Commercial Evidence™ Unlocked

How Agentic Call Report™ Transforms Biopharma Engagement

For decades, biopharmas have optimized field engagement around structured call reporting data that, while compliant, obscured the nuance of healthcare professional (HCP) conversations. As a result, valuable intelligence from field interactions has gone unrecorded. Until now.

The **Agentic Call Report** in Veeva Vault CRM enables commercial teams to convert unstructured voice and free text notes from the field into scalable, compliant Commercial Evidence, uncovering richer insights, customer sentiment, and engagement quality. Commercial Evidence allows commercial teams to surface and address treatment barriers with speed. Veeva data shows that **65% of compliant, free-text field notes captured with Agentic Call Reports identify actionable treatment barriers** not captured by traditional call reports.

The value potential is substantial and quantifiable. Veeva estimates that Commercial Evidence will **accelerate launch performance to reach peak sales 10% faster** through improved market access, refined messaging, sharper field execution, better targeting, a more connected experience, and faster conversion.

This breakthrough rewires how commercial teams target customers, prioritize field actions, and personalize marketing. By gaining visibility into real-world context, biopharmas can now drive precision engagement to deliver the right medicines to more patients.

What is Commercial Evidence?

Commercial Evidence is **structured intelligence** derived from real-world field interactions — converting what physicians **actually say** into insight your organization can act on.

See how Veeva Vault CRM and Veeva Ostro help life sciences companies generate Commercial Evidence.

The untapped value hidden in free text

Every day, field teams engage in highly valuable scientific and commercial exchanges with HCPs. Within those conversations exist answers to critical strategic questions:

- What does the HCP truly believe about a therapy?
- Where are they on the adoption journey?
- What barriers are slowing adoption?
- What scientific evidence gaps remain unresolved?
- Which messages resonate?
- Which stakeholders influence decisions?
- What patient archetypes trigger interest or resistance?

Historically, only fragments of this intelligence were captured. Traditional call reporting limited information to pick lists and drop-downs, leading to three core problems:

1. Low-fidelity insight capture
2. Administrative burden on field teams
3. Loss of conversational nuance

Consider a common scenario:

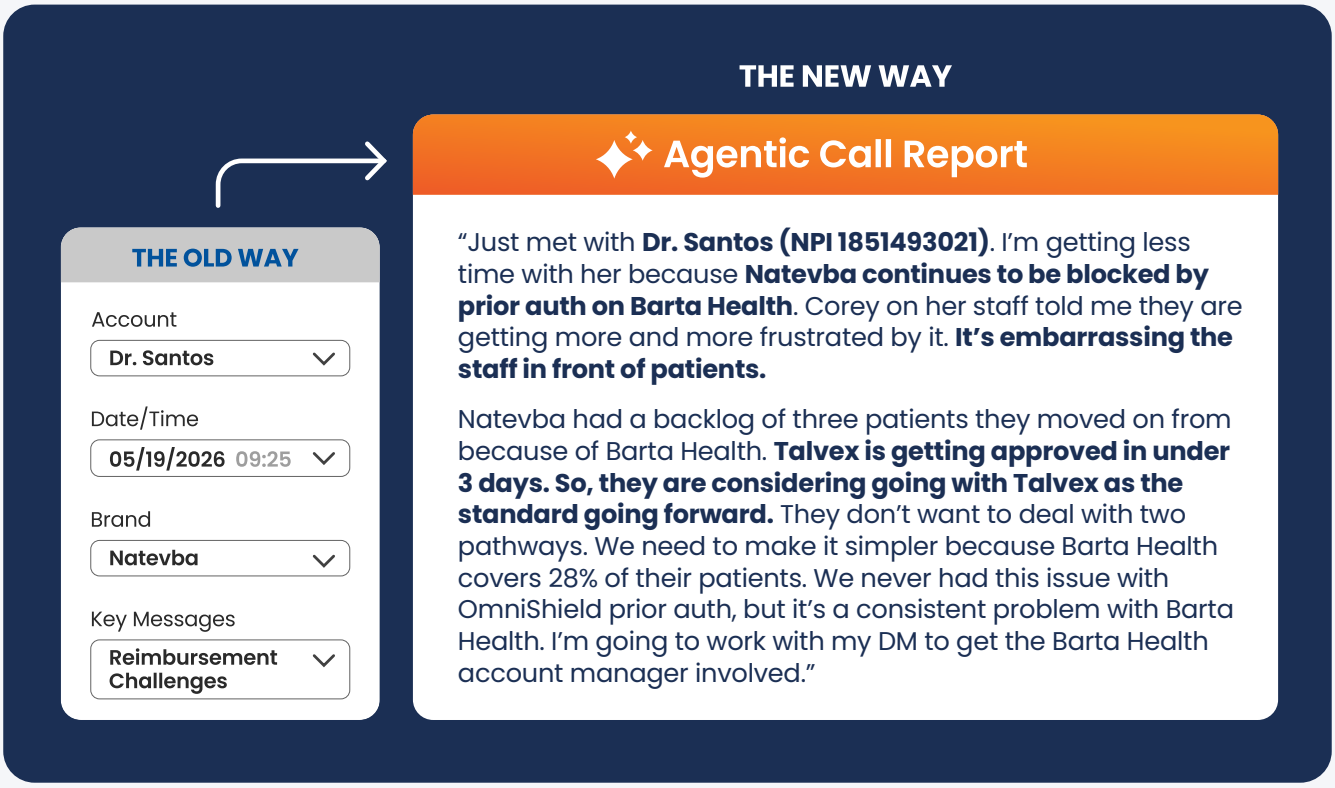
Dr. Müller prescribes a therapy for six months, then suddenly stops. The CRM shows the rep called, delivered the key message, and logged a "positive" interaction. What the rigid dropdown system fails to capture is that the regional sickness fund revised its reimbursement criteria three weeks ago — a barrier every rep in the territory knows about, while headquarters remain unaware. By the time sales data surfaces the problem, patients have already been lost to a competitor.

That is the cost of the old model. *Agentic Call Report closes this gap by capturing narrative insights that generate Commercial Evidence, uncovering the why behind customer behavior and providing the immediate visibility needed to act.*

Agentic Call Report allows organizations to capture field interactions naturally and at scale. Using voice input, guided prompts, and automated summarization, native agentic capabilities turn qualitative conversations into measurable Commercial Evidence, equipping customer-facing teams with actionable insights for precise field execution.

FIGURE 1:

Example summary of Commercial Evidence generation



Why Agentic Call Report is a breakthrough

Replacing rigid data entry with field free text and voice notes fundamentally changes the quality and volume of insight collection. Agentic Call Report turns traditional reporting into a narrative approach, capturing rich context while automated agents validate compliance and completeness:

1. **Voice-to-data entry:** Reps dictate naturally while Voice Agent instantly records, transcribes, and transposes the audio into text notes.
2. **Real-time compliance checks:** Text Monitoring Agent automatically analyzes free text and voice-entered notes, immediately flagging potential issues to effectively mitigate risk.
3. **Dynamic guided questioning:** To turn basic anecdotes into actionable metrics, the system prompts the user with specific follow-up questions to guide deeper insight capture:

> ***Agentic call reporting delivers value beyond capturing detailed call notes. The insights — validating of campaigns and more — inform our commercial strategy."***

Jeannie Sanchez
Senior Director, IT Commercial Business Partner,
Crinetics Pharmaceuticals

HCP-SPECIFIC QUESTIONS:

- "What specifically drove the physician's hesitation?"
- "Did the HCP indicate reimbursement concerns?"
- "How confident are they in initiating therapy?"
- "Was the objection clinical, operational, or economic?"
- "What evidence would help progress adoption?"

ACCOUNT AND STAKEHOLDER DYNAMICS QUESTIONS:

- "Who are the non-clinical influencers?"
- "Where are the strongest sources of influence across stakeholders?"
- "How do communication preferences vary across stakeholders?"

The real impact is not simply tracking what happened, but surfacing exactly *why it happened.*

Early deployments demonstrate the transformative potential of agentic free-text capture. Across initial projects, Veeva data found that:

66%
of interactions determined the sentiment of the HCP towards the product

68%
were confidently and objectively allocated to a stage of the adoption ladder

65%
identified a specific barrier to adoption and action

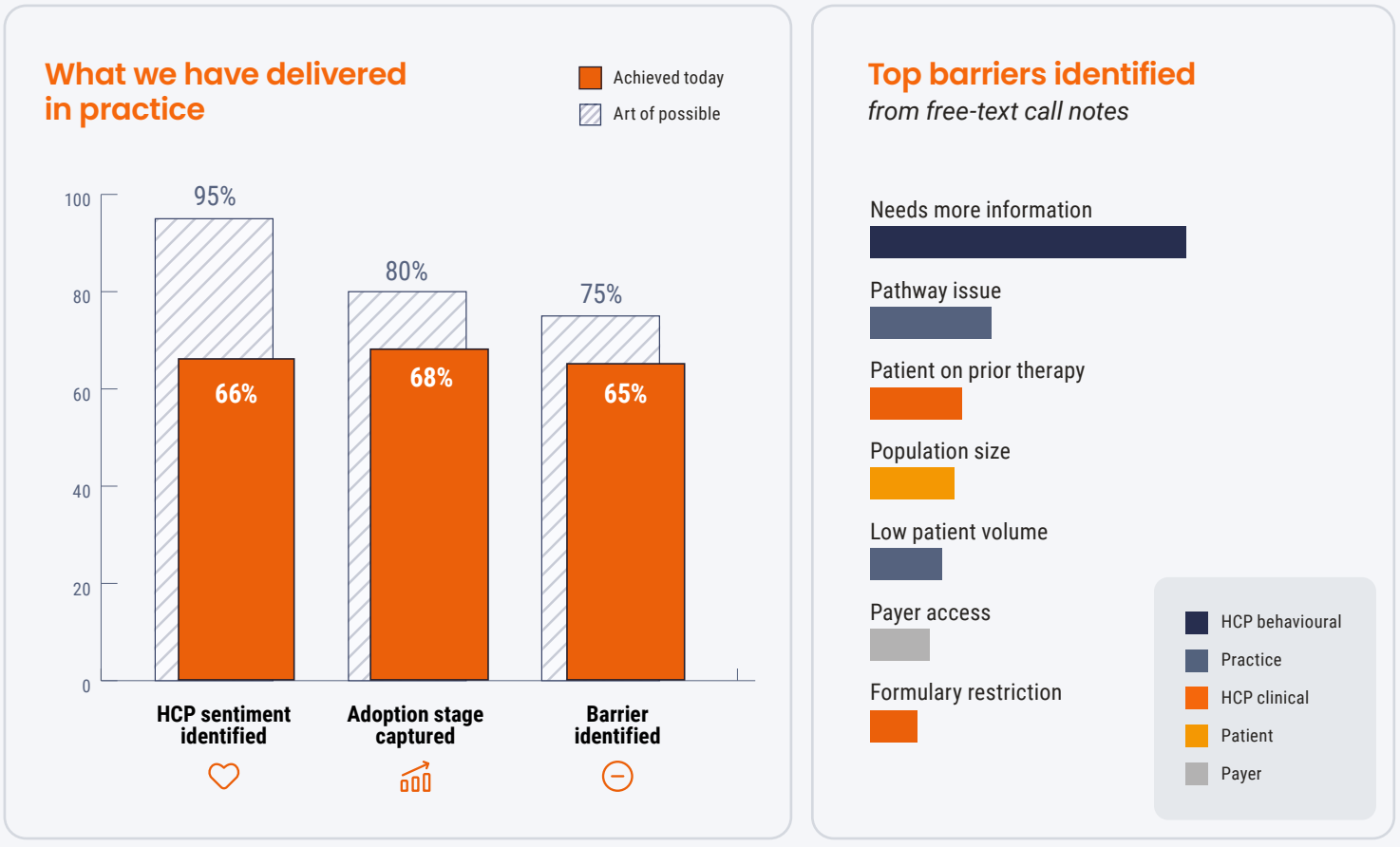
Previously, uncovering these insights — from recognizing that a physician is resistant to change, to flagging formulary restrictions or payer access challenges — required manual review of call reports or interpretation by individual field managers.

Today, compliant AI at scale enables commercial teams to identify and remove barriers earlier, optimize engagement faster, and ultimately compress the timeline from launch to peak asset performance.

This is just the start to achieving the art of the possible (see **Figure 2**).

FIGURE 2:

Unlocking the power of unstructured data



Source:
Achieved today = based on over 500 interactions across three biopharmas using Veeva Agentic Call Report across a one month period
Art of possible = based on Veeva projections

Measurable insights become actionable

Agentic Call Report generates Commercial Evidence that derives three critical dimensions of commercial insight:

01.

HCP sentiment

Unlike traditional sentiment scoring, AI identifies nuanced scientific confidence, emotional conviction, uncertainty, and trust signals often inherent in clinical discussions. These agentic capabilities give organizations a real-time pulse of market perception at the HCP level.

02.

Adoption ladder stage

Biopharmas have long attempted to gauge adoption readiness through fragmented engagement data or field inference, leading to subjective and often unreliable classifications. By eliminating human bias, AI replaces manual guesswork with a consistent framework, classifying HCPs into dynamic adoption stages from *Skeptic to Advocate*.

These insights create the foundation for measurable commercial progression models rooted in customer behavior and engagement quality. With these classifications, commercial teams can intervene with greater precision to progress HCPs to the next adoption stage.

03.

Barrier and driver identification

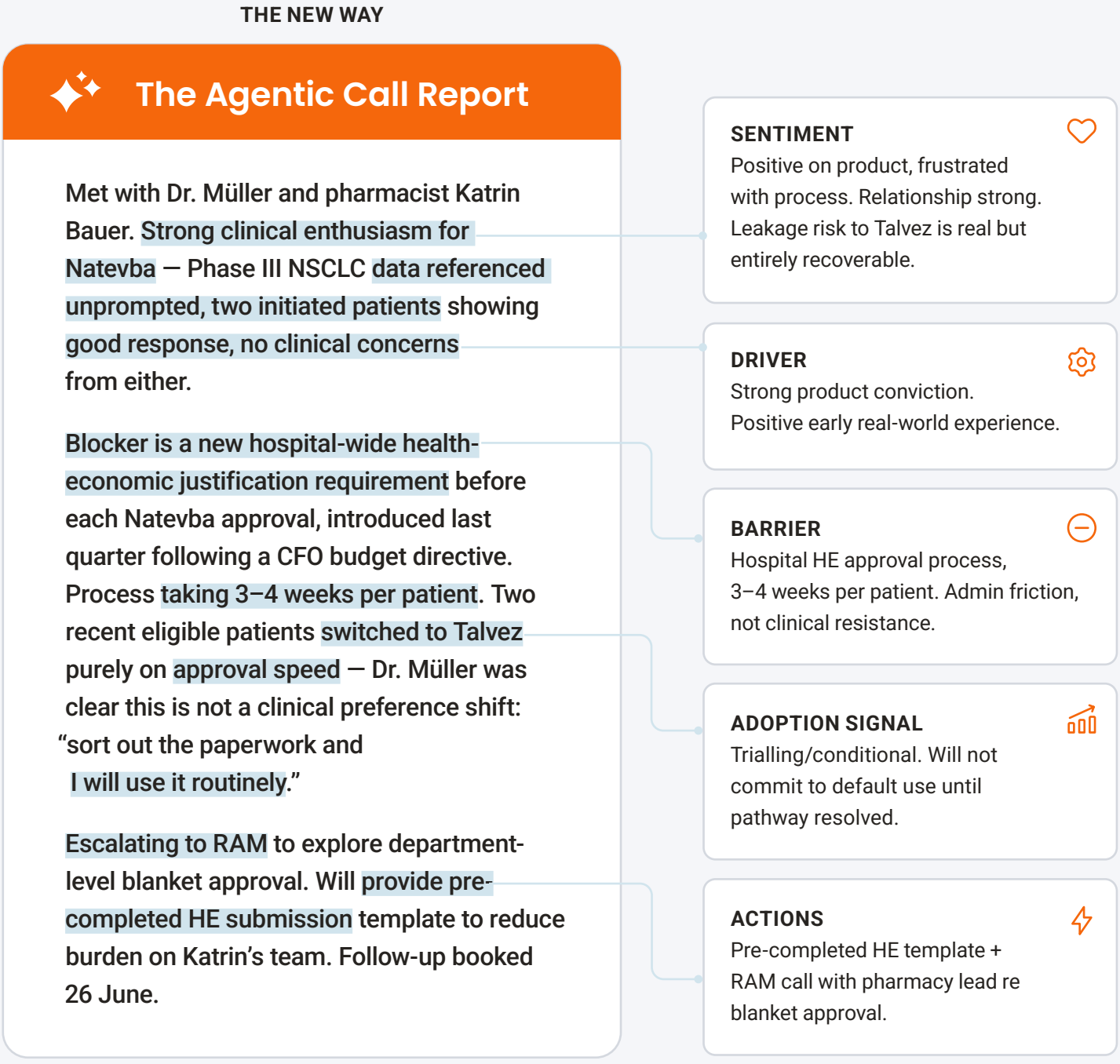
Capturing compliant narrative insights with Agentic Call Report reveals crucial context that traditional, drop-down menus completely miss. Capturing compliant narrative insights with Agentic Call Report reveals crucial context that traditional, drop-down menus completely miss, such as:

- Safety concerns
- Reimbursement uncertainty
- Diagnostic complexity
- Patient eligibility ambiguity
- Workflow burden
- Lack of long-term evidence
- Competitive familiarity
- Prior authorization friction

Commercial Evidence enables organizations to address specific treatment barriers with greater precision. The aggregation of drivers and barriers by category, such as persona or adoption stage, informs commercial strategies with evidence, not intuition.

FIGURE 3:

Commercial Evidence dimensions



The three Agentic Commercial feedback loops

The true value of Commercial Evidence emerges when insights feed back into enterprise operating models to transform intelligence into action. Commercial Evidence powers three interconnected feedback loops: the real-world context captured on the ground dictates how marketing refines messaging assets, grounding the high-level corporate roadmap. When brand strategy adjusts, it immediately sharpens the next wave of field tactics, ensuring the entire commercial enterprise moves as a single, coordinated unit.

FIGURE 4:

Agentic Commercial feedback loops

01.

Brand strategy optimization

STRATEGIC LOOP

Research shows that **82% of biopharma executives believe their outreach is effective, while only 28% of HCPs agree**. Commercial Evidence grounds brand strategy in what physicians experience rather than what the organization assumes, closing that perception gap.

With Commercial Evidence, organizations gain direct visibility into evolving market perceptions, evidence gaps, and unmet needs. Clear insights into which messages resonate or which objections persist allow brand teams to accurately personalize their messaging. Instead of waiting for annual planning cycles to adjust, teams can continually refine core content based on what the market is saying right now.

> ***"With the Agentic Call Report, we capture insights compliantly and create personalized strategies to improve treatment adoption."***
>
> **Hong Kim**
> Director, Field Force Effectiveness, Crinetics Pharmaceuticals

02.

Tactical execution

TACTICAL LOOP

Commercial Evidence enables continuous content refinement to drive key next-step actions. Over time, marketing teams can steadily optimize materials to address gaps in the customer journey based on actual user questions, moving away from rigid quarterly planning cycles. With consistently up-to-date content, engagement models become highly adaptive and personalized.

03.

Last mile orchestration

LAST-MILE LOOP

Commercial Evidence transforms standard orchestration into a precision-driven framework that equips field teams with dynamic insights, guiding next best action and pre-call planning.

Next Best Action (NBA) engine:

Instead of relying on recommendations based on engagement frequency alone, the system synthesizes unstructured customer data to turn field preparation into a precision execution plan. Commercial Evidence informs next-best actions based on:

- **Adoption stage and progression:** Tracking where the HCP is in their clinical journey.
- **Barrier type and scientific concerns:** Identifying specific clinical hesitations or data gaps.
- **Sentiment trajectory:** Monitoring shifts in HCP perception over time.
- **Patient identification readiness:** Assessing the HCP's current capacity to identify eligible patients.
- **Competitive pressure:** Flagging market shifts and competitor positioning in real time.

Intelligent pre-call planning:

To execute these recommendations effectively, conversational AI equips field reps before HCP engagements with rich summaries based on Commercial Evidence, including tailored insights such as:

- **Prior objections and sentiment changes:** Surfacing recent pushback and behavioral shifts to avoid walking into blind spots.
- **Likely evidence needs:** Anticipating the exact clinical papers, data sheets, or real-world evidence (RWE) the HCP will require.
- **Relevant peer examples:** Arming teams with localized, compliant social proof and peer-utilization trends.
- **Recommended messaging approaches:** Suggesting the most impactful, personalized narrative angles for that specific interaction to drive quality engagement and higher conversion.

By weaving Commercial Evidence into these three loops together, organizations can replace guesswork with certainty at each level of commercial operations.

FIGURE 5:

Commercial Evidence use cases

Commercial Evidence becomes the new competitive advantage

The defining shift for the industry is the departure from activity-based call reporting missing causal drivers behind customer adoption. Agentic Call Report with compliant free text capabilities transforms HCP engagement by capturing critical texture and context (the why and why not). KPI focus moves away from transactions such as calls logged, emails sent, and instead emphasizes critical details to sentiment trajectory, barrier resolution, and adoption ladder progression. It serves as the critical, missing layer that bridges engagement activity with behavioral outcomes.

Commercial Evidence converts field interactions into scalable, actionable insights. This gives early adopters a significant, data-driven leap over competitors.

NOW

Every day costs you revenue.

Delayed decisions mean missed launches and compounding inefficiency — starting today.

RELATIVE

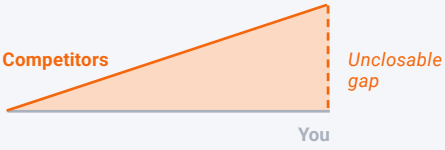
Every quarter, competitors pull further ahead.

Early AI adopters accelerate decisions and shrink cycles — the lead compounds.

PERMANENT

Eventually, the gap can't be closed.

First-movers lock in data, talent and relationships that are hard to reverse.



The cost of moving too slowly, such as a one to three month market access delay, **reduces net present value over the product lifetime by 3–5%**. Commercial Evidence mitigates this vulnerability by surfacing barriers weeks to months earlier than traditional data allows.

Organizations that successfully generate and leverage Commercial Evidence secure a faster, less risky, and more efficient route to peak asset value through:

- Accelerated adoption progression
- Improved execution quality
- Better targeting precision
- More effective, personalized messaging
- Reduced friction in customer journeys
- Enhanced orchestration effectiveness
- Increased field productivity
- Improved evidence deployment

The technology itself is the enabler, but organizations that truly operationalize Commercial Evidence seize the competitive advantage. To realize its true value requires organizational transformation.

> ***"Agentic Voice and AI-Powered Media Search are simple to adopt and deliver immediate value. The best time to start was yesterday, but the second best time is today."***
>
> **Kavitha Parthasarathy**
> Vice President, Market Intelligence and Decision Sciences (MINDS), Corcept Therapeutics

The operating model transformation ahead

Capturing this opportunity demands far more than deploying AI tools. It requires a rewiring of:

- Commercial processes
- Incentives
- Insight governance
- Field workflows
- Brand planning operating models
- Data strategies
- Cross-functional collaboration
- Decision-making rhythms

Organizations must evolve from fragmented insight collection toward continuously learning commercial systems.

Where to start? The most effective implementations of Agentic Call Report begin with a small group of early adopters who build visible momentum within their organization and let social proof drive adoption. Leadership and compliance play equally important roles — visible sponsorship from commercial leaders, supported by legal and compliance, signals that these intelligence mechanisms align with both the organization's goals and field team's workflows. Organizations that treat adoption as a change program, rather than a rollout, accelerate time-to-value.

Ultimately, market leaders will not be the organizations with the most sophisticated AI tools, but those that redesign their operating models and ways of working to systematically capture, refine, distribute, and act upon Commercial Evidence.

READ WHITE PAPER

Why Business Ownership is the Key to AI Success

The next era of Agentic Commercial

Improved dashboards, greater activity metrics, or increased omnichannel volume will not define the future of commercial biopharma. Leveraging Commercial Evidence to understand HCP reality at scale will.

Agentic Call Report — powered by embedded, industry-specific agentic capabilities — creates the missing bridge between human conversation and enterprise intelligence.

For the first time, biopharma organizations can systematically measure adoption journeys, identify drivers and barriers, optimize engagement, and continuously improve execution based on real-world customer dialogue.

This is the emergence of Commercial Evidence as a strategic asset.

And it has the potential to fundamentally reshape how biopharma commercial organizations compete, learn, and grow.

Connect with Veeva Business Consulting services to start generating Commercial Evidence and act on what matters.

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