# VLink Key People for MedTech

## Real-time Expert Intelligence

### Identify new experts, gain insights, and build stronger relationships

Veeva Link Key People for MedTech provides a complete view of experts in your field — their research, trials they work on, who they collaborate with, and social media activity — all in real-time to power value-driven interactions.

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## **Business Benefits**

- Target the right experts rapidly identify and prioritize relevant scientific and digital leaders\*
- Stay up to date keep track of scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails
- **Personalize engagements** find new opportunities to engage and leverage the most relevant topics to foster high-value interactions

## **Built for MedTech**

Specifically built with insights on experts, topics, and activities most important to medical device and diagnostic companies, across all relevant therapeutic areas

## **Features**

#### Deeply curated profiles

- Data accuracy and coverage enabled by years of machine learning and validated by 2,000+ data curators
- 250,000 data sources used to collect near real-time data, including real-time social media
- Scientific publications updated daily

#### **Unique datasets**

- Unrivaled depth and breadth covering 400,000+ local and national congresses and 40,000+ associations
- · Career highlights and activity over the last 10 years

#### **Global footprint**

- Market insights tailored for each region across 85+ countries
- Data curators are native speakers ensuring nothing is lost in translation
- Global, regional, and local 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
- · Low impact on IT and administrative resources

## **Insights on Key People**

Identify recognized and emerging experts, including scientific, digital, and community leaders, to gain a more nuanced understanding of the therapeutic area ecosystem.



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