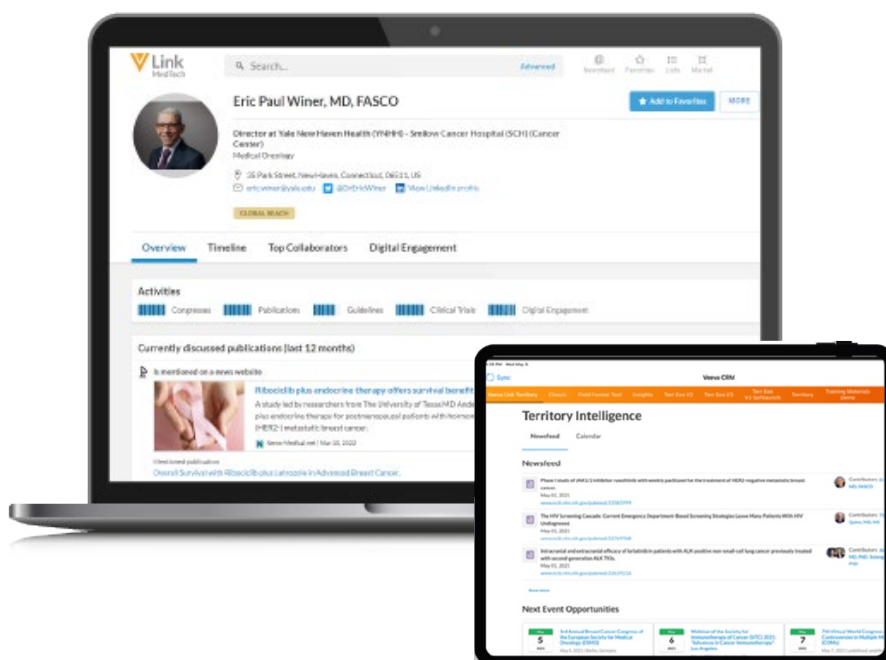


Link Key People

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.



Business Benefits

- **Target the right experts** — rapidly identify and prioritize relevant scientific and digital leaders*
- **Identify emerging experts** — determine relevant emerging experts and cultivate next generation influence
- **Stay up to date** — keep track of scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails
- **Actionable insights** — gain insights to inform commercial targeting, improve accuracy of market sizing, and establish patient journey mapping
- **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

Procedures

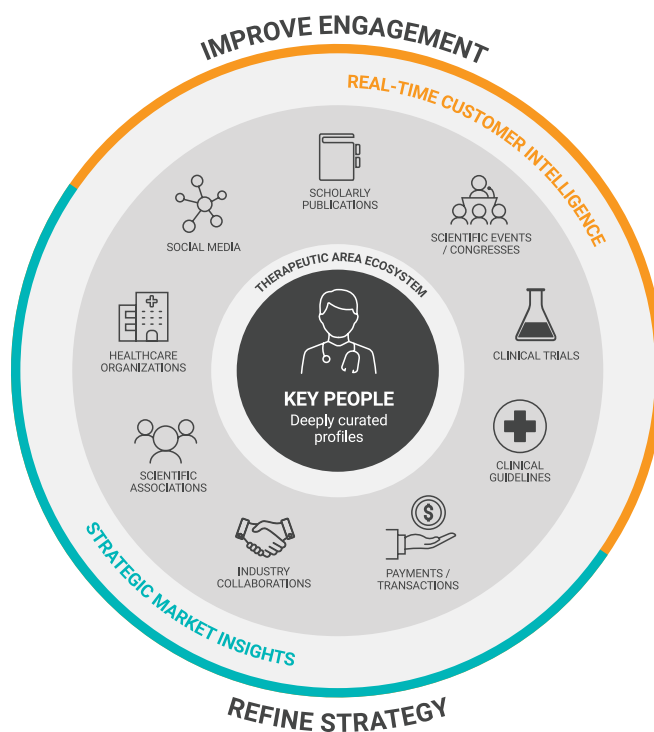
- Gain a more complete understanding of an expert's practice, from patient diagnosis to treatment and intervention
- Deeper insights into the procedures they perform

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



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.



Surgeons



Other Physicians and HCPs



Physician Assistants



Digital Influencers



Emerging Experts



Researchers



Nurses and Technicians



Patient Advocates



Industry Officials



Therapists



Technician/Technologist



Medical Physicists



Dieticians