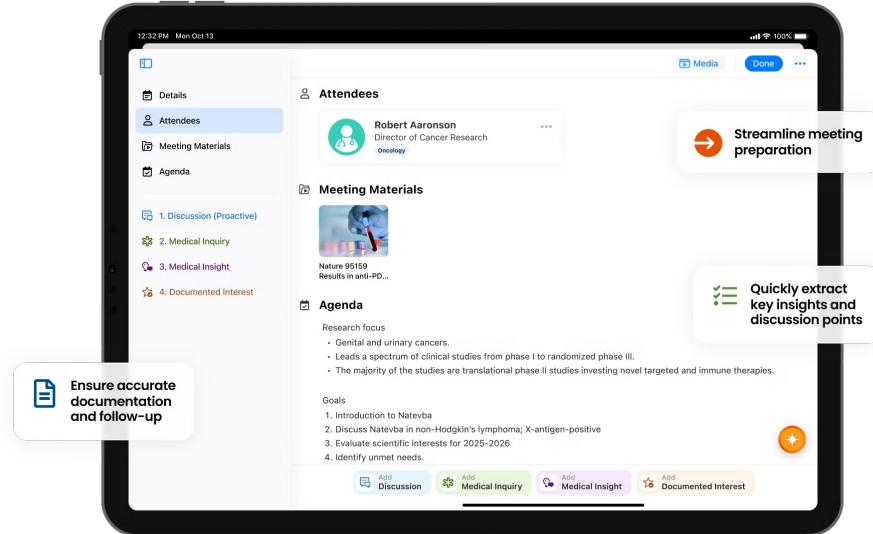


# Vault CRM

## Vault CRM for Medical: Drive High-Impact Scientific Exchange



By surfacing deep stakeholder insights, **Veeva Vault CRM** enables medical teams to foster more meaningful, trust-based relationships through precise, tailored scientific exchange. A medical-specific interface simplifies the entire engagement lifecycle – from pre-call planning to real-time content sharing – within a single application. This eliminates the need to switch platforms and ensures visibility into clinical and commercial activity, creating a consistent customer experience rather than disconnected touchpoints.

Integrated **Veeva AI Agents** further boost productivity by automating prep work and data entry. Using real-time insights and voice-to-text tools, field teams can capture rich scientific data without the administrative burden, allowing them to remain fully focused on the expert relationship.

## Benefits



### Build Strategic Stakeholder Relationships

Coordinate, execute, and track engagement with scientific experts and other stakeholders.



### Seamless Collaboration

Plan and align across medical affairs and with commercial and clinical counterparts to ensure a better customer experience.



### Streamline Key Workflows

Efficiently document interests and activities, capture insights and medical inquiries, and find and share personalized content, all from one place.



### Data-Driven Intelligence

Identify scientific opportunities by capturing field insights and using AI to power strategic decision-making.

## Features

- ✓ **Plan and Manage Scientific Stakeholders**

Foster meaningful interactions by centralizing the planning, execution and tracking of omnichannel engagements within a single, offline-capable platform. This foundation is enhanced by integrating **Veeva Link Key People** data, which provides the deep scientific insights necessary for precise KOL identification and understanding. Leveraging these insights, built-in planning tools then allow teams to develop targeted account strategies, set specific objectives, and measure the progress of scientific outreach.

- ✓ **Deliver Relevant Scientific Content**

Direct integration with **Veeva MedComms** ensures medical teams always have immediate access to the latest, version-controlled scientific content. Field teams can quickly find, tailor, and share these compliant materials to drive high-value interactions across any channel. To minimize administrative burden, the system automatically records the content shared and captures HCP sentiment, allowing for a seamless transition from discussion to documentation.

- ✓ **Gather Actionable Insights**

Medical teams can quickly capture structured data, free-text learnings, and automated insights across any device, including iPad, phone, and laptop. These field perspectives are surfaced through personalized dashboards and reports, allowing teams to analyze key themes in real-time. By bringing together scientific exchange, content, inquiry management, and deep KOL data, the suite allows medical affairs to deliver a seamless experience that maximizes impact and improves patient outcomes.

## Veeva Medical

Veeva Vault CRM is a core component of the Veeva Medical Suite, a unified solution designed to align customer engagement and streamline workflows. By bringing together scientific exchange, content, and inquiry management, the suite allows medical affairs to deliver a seamless experience that maximizes impact and improves patient outcomes.