

PRODUCT SHEET

# Veeva Link

Veeva Link is a suite of data applications that provides deep data and insights to better engage HCPs and accelerate product development. It is used across a number of areas, including medical, marketing, sales, and market access.

**Veeva Link Key People** provides deep data about KOLs and software that surfaces relevant insights.

**Veeva Link Workflow** provides tech-enabled workflows for KOL management.

**Veeva Link Medical Insights** provides software and AI to manage medical insights across the enterprise.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Link Key People	2020	Mature	100+
Veeva Link Workflow	2022	Early	11-50
Veeva Link Medical Insights	2022	Mature	11-50

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# Link Key People

Link Key People provides deep data about key opinion leaders (KOLs) and software to surface relevant insights. Medical and commercial teams use the product to identify KOLs, view their activities, and receive notifications. Analytics teams use Link data to inform targeting and segmentation.

Curated KOL profiles include publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, and news mentions. Data is sourced from over 250k public sources, including PubMed, conference websites, and social media feeds.

Customers access the data via a web application, mobile app, APIs, and connectors to CRM and Events Management. The product is available across 85+ countries and all major therapeutic areas.

<b>Announced</b>	2020
<b>Status</b>	Mature
<b>Customer type</b>	MedTech, Enterprise Pharma, Biotechh
<b>Customers</b>	100+
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link Workflow and Link Medical Insights Connected with CRM and Events Management Connected via Veeva ID and CDA with OpenData

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# Link Workflow

Link Workflow provides tech-enabled workflows for KOL management that combine data, software, and standard services. These workflows are defined and optimized by Veeva for the industry.

Business teams buy a workflow to get a specific job done. They benefit from lower cost, better outcomes, and seamless connections to the Veeva ecosystem. This is possible because Veeva can realize economies of scale in automating the process.

Today, two workflow applications are available:

- **Link Workflow for Congresses** enables cross-functional teams to manage KOL engagements at congresses.
- **Link Workflow for KOL Engagement Planning** enables cross-functional HQ teams to plan and track KOL engagements.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	MedTech, Enterprise Pharma, Biotech
<b>Customers</b>	11–50
<b>Platform</b>	Link
<b>Integrations</b>	Requires Link Key People Connected with CRM

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# Link Medical Insights

Veeva Link Medical Insights is software, AI, and services to manage medical insights across the enterprise. It enables users to capture insights related to KOLs, get relevant themes, and ask questions to improve decision-making.

The product uses insights captured by the user as well as deep data in Link Key People and the public domain. Themes and answers to questions are generated by AI with human oversight.

Users can capture and consume insights in CRM or a web application.

<b>Announced</b>	2022
<b>Status</b>	Mature
<b>Customer type</b>	MedTech, Enterprise Pharma, Biotech
<b>Customers</b>	11–50
<b>Platform</b>	Link
<b>Integrations</b>	Connected with CRM and Link Key People