



VEEVA SUCCESS STORY

Utilizing Veeva CRM to Support the Needs of Managed Markets

THE CUSTOMER

As a global, innovation-driven biopharmaceutical business, this top 20 pharmaceutical company focuses on discovering and commercializing prescription medicines.

THE CHALLENGE

The managed markets team had been struggling for seven years to manage daily operations using the company's sales force automation (SFA) system. Originally implemented for the sales team, the system did not offer managed markets the specific functionality it needed to support its relationships with payers. Account directors were relegated to developing their own spreadsheets to, at the very least, track accounts and progress.

To increase efficiency and organization, the managed markets team wanted to be able to share information across account directors. Further, they wanted a centralized database where they could accumulate institutional knowledge and account activity, currently being stored only in personal notes or the heads of the AEs.

THE SEARCH

The selection committee conducted a comprehensive search and evaluation for a new system for the managed markets team. The company's medical affairs team had been successfully using Veeva CRM for a few years. However, due to their experience with other CRM systems, the managed markets group was skeptical that a system that worked well for medical affairs could meet their needs too.

The company agreed to a proof of concept with Veeva. The system proved to be a great fit for managed markets because of its flexibility, ease of use and mobility.

THE IMPLEMENTATION

After a brief implementation, all 80 managed markets users went live with Veeva CRM. A cross-section of employees within managed care were designated as CRM champions and worked closely with Veeva Professional Services to ensure the group's requirements were met.

"Veeva CRM already had many of the key managed markets business processes incorporated, but the Veeva team took the time to make sure that our unique functional requirements were also included," said the company's client engagement director.

“ Thanks to Veeva CRM, our managed markets group is now viewed as a leader in account planning company-wide. ”

- Client Engagement Director

“ We can take a piece of user feedback and turn it into an improvement in Veeva CRM quickly and inexpensively. ”

- Business Analyst

During implementation, the company took a phased approach to training the managed markets team, making it easy for them to learn the new system. “Instead of just giving them the system and saying, ‘run with it,’ they introduced functionality in phases,” explained the business analyst on the managed markets Veeva CRM project. “Ultimately, this led to better adoption of Veeva CRM.”

After implementation, the company provided a phone number for users to call with feedback and questions. That feedback was used by Veeva and the company to immediately improve the system – a benefit only possible with a true multitenant, cloud-based CRM system that can be updated and available to users in minutes. The result was extremely high adoption rates.

“We can take a piece of user feedback and turn it into an improvement in Veeva CRM quickly and inexpensively. Users see their feedback going directly into continually improving our system and processes, which encourages them to be excited about the system’s flexibility and confident that it will continue to meet their needs as our business evolves,” added the business analyst.

THE RESULTS

According to the company, one of cloud-based Veeva CRM’s biggest benefits is the window of visibility and communication it opened between the managed markets team and the rest of the organization. Using Veeva CRM improves collaboration between the field and headquarters because there are now standard processes for creating and routing contracts. Instead of sending emails back and forth, account directors now rely on Veeva for pre-contract planning.

Integration with the organization’s customer master enables payer hierarchy data to be brought into Veeva CRM. The account hierarchy functionality in Veeva CRM organizes payers with accounts to give account directors visibility into the latest payer plan structures according to how they define their business.

Veeva CRM also integrates with the reference source for formulary statuses, which can now be accessed from a central location over the web. Information from the company’s product master — a list of products and promotional items — are flowed into Veeva CRM for easier access.

With account planning functionality incorporated into Veeva CRM, users can also now see formulary information on all accounts, which helps account directors who are doing annual planning or making contact with specific accounts. All of the information is in one place.

ABOUT VEEVA SYSTEMS

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veeva.com.

"While many of the account directors were used to their own methods for tracking customers, they see great value in Veeva CRM – it's unlike any other SFA tool they've ever had to use," the company's client engagement director said. "Our account directors now see the value of having all account information in one place. All are using the system for account planning and contracting."

The team now also has a single system of record for all users. Team members have insight into contacts being made within each account, as well as a greater look into each account's history. For example, now users can find information about contract terms that were negotiated in the past for a specific customer.

In addition, the team can focus on integrated delivery networks (IDNs) more than they could in the past. Now, they can easily look at the reporting of IDNs and bring that information back to leadership.

Equally as important, because Veeva CRM was built specifically for the managed markets team, users finally have the right tools to do their jobs efficiently and effectively – they can finally abandon manual processes and personal spreadsheets. Three of the biggest user comments include:

- Veeva CRM is much more streamlined than the previous system because users have access to the right functionality needed for the role as a managed markets account director – there are no extra steps or screens to navigate while using it.
- Veeva CRM offers flexibility so users are always up to date on formulary data and can pull through formulary wins quickly.
- Veeva CRM has increased the collaboration between members of the managed markets team. Now, account ownership can be changed quickly within the system instead of through a lengthy series of phone calls to transfer information.

THE INSIDE LOOK

Overall, the most celebrated aspect of Veeva CRM inside the company is the recognition of the managed market's newfound leadership in account planning. "We are most proud of the fact that we are setting the example inside the company," the company's client engagement director concluded. "Account planning is something that we are looking at more closely. Thanks to Veeva CRM, managed markets is now viewed as an organizational leader in account planning at our company." ▼