

# Veeva CRM for MSLS

Coordinated Execution.  
Multichannel Engagement.  
Compliant Communications.



Veeva CRM for MSLS is an advanced, multichannel solution for the life sciences industry, addressing the needs of medical organizations in pharmaceutical and biotech markets. It offers prebuilt functionality for all medical groups, including medical affairs, medical science liaisons, and medical information organizations. With the life sciences commercial landscape growing increasingly complex, companies must employ new strategies for identifying and engaging healthcare providers (HCPs), and key opinion leaders in integrated delivery networks, accountable care organizations, and group practices. With advanced capabilities for planning and coordination of all resources across all communication channels, Veeva CRM for MSLS is the end-to-end solution you need to engage your opinion leaders and healthcare providers anytime, on any device.

## Integrated Multichannel CRM

Today, key opinion leaders (KOLs) and other stakeholders demand access to information anytime, anywhere, via their channel of choice. They expect consistent and personalized interactions that quickly deliver relevant information. Field users need the flexibility to access customer and account information on-demand without compromising usability or performance. Veeva CRM for MSLS is the first fully integrated multichannel CRM solution for life science medical organizations that enables companies to plan, execute, and measure interactions with stakeholders across all channels. The solution provides mobile applications with built-in closed loop marketing (CLM) for face-to-face meetings, Veeva CRM Approved Email for compliant email, and Veeva CRM Engage for online interactions. All channels are provisioned by a single repository of compliant content. Veeva CRM for MSLS is integrated with Salesforce.com Service Cloud for call center capabilities and the creation of self-service portals.

## Coordinated Execution

For medical teams, effective KOL management plays a crucial role in managing and delivering messages to multifaceted organizations such as an IDN (Integrated Delivery Network) or a hospital system. Veeva CRM for MSLS provides a flexible framework to meet the requirements of the stakeholder-based engagement model by therapeutic area or by the portfolio of products and services. By integrating the account planning process into CRM, medical teams can more clearly see the impact each employee, service and activity has on the customer. Veeva CRM for MSLS allows you to profile your stakeholders and visualize the hierarchy of organizations—how they relate to one another. The system helps you create a plan, establish objectives for the customer, and implement tactics to coordinate activities across all internal teams. You have the ability to associate all planned activities with the relevant stakeholders in the customer organization, creating a consistent dialogue.

## Fully Validated, with Robust Compliance

Veeva CRM for MSLS ensures compliant interactions and operations. The system is fully validated for 21 CFR Part 11 and PDMA compliance. And with the completion and full documentation of all IQ and OQ tests, customers save up to 80% of their system validation costs, while eliminating the corresponding project time. The system provides Sunshine Act expense capture, e-signatures, and tracking of high-value promotional materials. To conform to CAN-SPAM laws, field users can get approvals from HCPs right on their mobile devices.

Learn more at [veeva.com](http://veeva.com) >

## Mobile CRM

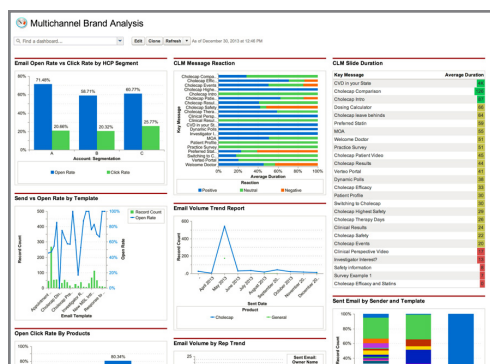
Field medical users need the flexibility to access the system anytime and anywhere. Built from the ground up for the iPad and Windows 8 platform with native user interface and gestures, the solution is designed to take advantage of each device's unique form factor, navigation, and capabilities. This ensures high performance and quick learning. Online and offline access with automatic synchronization improves productivity.

## Role-based functionality

Veeva CRM for MSLs provides out-of-the-box functionality, catering to the specific needs of medical affairs and field medical users. And with all customer-facing groups on the same CRM system, cross-team coordination is finally possible. For medical teams, Veeva CRM for MSLs supports account plan creation and tracking in addition to detailed KOL planning and profiling. Multichannel calendars and a timeline view of all historical interactions enable medical teams to engage with stakeholders effectively. CLM on mobile devices provides easy access to compliant presentations and a quick way to capture meeting briefs. While visual account hierarchies let you understand complex organizations, a visual sphere of influence helps you understand KOL affiliations and the strength of these relationships. Furthermore, integration with expense management systems makes it easier for medical teams to adhere to all the reporting requirements.

## Actionable Insight

The streamlined, cloud-based VInsights database houses prescription, sales and customer interaction data, providing end users and field management the insight to make informed decisions and improve field outreach effectiveness. Veeva CRM for MSLs includes online and offline reporting for field medical and medical affairs with easy-to-use, ad-hoc reporting capabilities. Interactions with customers across channels are also captured and available for analysis. This helps medical and marketing teams plan stakeholder engagements and continuously improve the stakeholder experience.



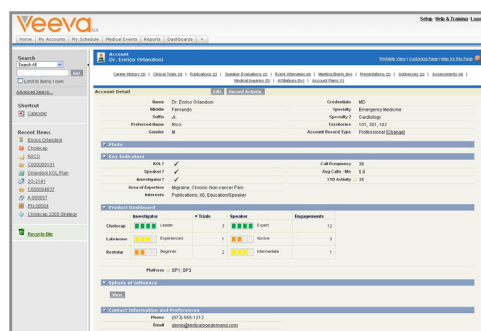
Actionable insights

## Multichannel Content Distribution

Distribution of approved materials to your opinion leaders—and content withdrawal—is now a single click away. Seamless integration with Veeva Vault PromoMats replaces manual handoff that is prone to human error and compliance risk. You can now easily distribute, update, or withdraw content across all channels to ensure consistency and compliance. Vault PromoMats also provides a complete audit trail from content creation to consumption.

## Key Opinion Leader Data Management

Efficient multichannel engagement hinges on good stakeholder data, but life sciences companies have struggled to maintain accurate KOL profiles. Veeva Network addresses this challenge by providing a global, cloud-based customer master application, and Veeva KOL Data & Services identifies relevant KOLs around the world, builds in-depth profiles and develops highly targeted engagement plans for more successful product launches. Now medical teams get continuously updated, accurate KOL data where they need it, directly into Veeva CRM for MSLs.



In-depth KOL profiles

## Single System Administration

You can configure Veeva CRM for MSLs to meet your unique needs. Simply make a change once and watch it appear everywhere. The same configuration, security settings, and data sharing rules are consistently applied across all end-user devices.

## Platform for Extensibility and Innovation

Veeva is built on the Salesforce1 Platform, so customers benefit from both Veeva and salesforce.com innovation. It also means that they have access to salesforce.com functionality, such as Service Cloud for call centers and self-service portals. The salesforce.com call center application includes capabilities like case management, telephony integration, and Chatter.

## Cloud Advantage – Speed and Adaptability

Improvements happen behind the scenes at no extra cost. With system enhancements arriving multiple times per year, innovation is automatic. And with cloud-based Veeva CRM for MSLs, you will never run another version upgrade project. It's our responsibility to make it work, each and every time.