Veeva Link
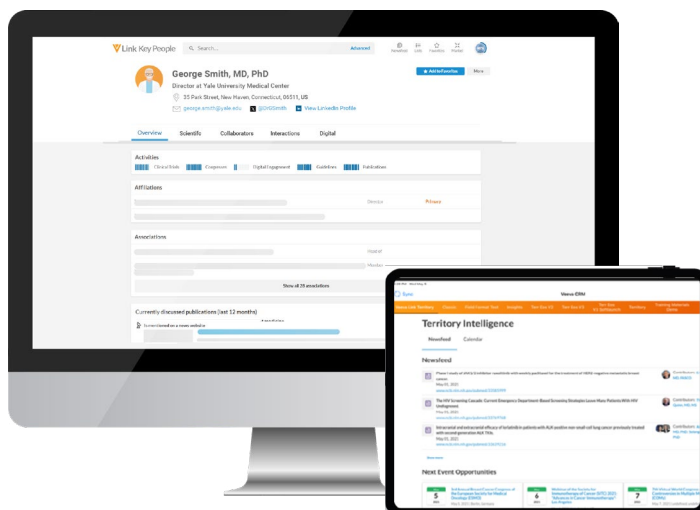### Key People

Deep Data on Key People

Veeva Link enables more relevant engagement with medical and scientific experts

What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they engage with, how they think about brands, and even their social media activity. Veeva Link Key People brings all this information together in real time to power value-driven interactions.

Business Benefits

- **Find the right people –** identify and prioritize all relevant scientific, digital, and community leaders

- **Stay up to date –** keep track of their scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails

- **Personalize engagements –** find new opportunities to engage and leverage the most relevant talking points

Tailored to Your Disease Ecosystem

Veeva Link Key People provides insights on experts in many different therapeutic areas.

Addiction Disorders	Hematology	Pain
Aesthetics	Hepatology	Psychiatry
Bacterial Infections	Nephrology	Respiratory
Cardiology	Neurology	Rheumatology
Dermatology	Obesity	Urology
Endocrinology	Oncology	Vaccines
Equitable Care	Osteology	Virology
Gastroenterology	Ophthalmology	
Gynecology	Orthopedics	

Features

Deeply curated profiles

- Data accuracy and coverage enabled by years of machine learning and validated by 2,000+ experienced data curators
- Scientific publications updated daily

Unique datasets

- Unrivaled depth and breadth covering 700,000+ local and national congresses and 80,000+ associations
- US education summary including medical school, residency, and fellowships
- Career highlights and activity over the last 10 years
- Community leader scores using US claims summary data, powered by Veeva Compass

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

Real-time intelligence and insights

- Network analysis feature visualizes connections between experts and associations
- In-depth congress insights, including full congress agendas, dates of sessions and contributions, and expert engagement suggestions
- Planned and completed HCP customer calls from all customer Veeva CRM orgs visualized in Link profiles
- Interactive map to find and filter experts in your territory or a local area
- Current and past company collaborations

Seamless integration across Veeva products

- Real-time intelligence using account and territory views
- Tailored information and compliant data views in Veeva CRM for both medical and commercial teams
- Link profiles visualized in Veeva CRM Events Management for more informed speaker selection
- Common data architecture enables seamless connections with other Veeva products

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
- Low impact on IT and administrative resources

THERAPEUTIC AREA ECOSYSTEM

KEY PEOPLE
Deeply curated profiles

- SOCIAL MEDIA
- SCHOLARLY PUBLICATIONS
- SCIENTIFIC EVENTS / CONGRESSES
- HEALTHCARE ORGANIZATIONS
- CLINICAL TRIALS
- SCIENTIFIC ASSOCIATIONS
- CLINICAL GUIDELINES
- INDUSTRY COLLABORATIONS
- PAYMENTS / TRANSACTIONS
- EDUCATIONAL BACKGROUND

Insights on Key People

Identify recognized and emerging experts, including scientific, digital and community leaders, and gain a more nuanced understanding of the therapeutic area ecosystem.

- Scientific Leaders
- Digital Leaders
- Community Leaders
- Physicians
- Emerging Experts
- Patient Advocates
- Pharmacists
- Physician Assistants
- Nurses
- Researchers
- Industry Officials
- Nurse Practitioners
- Dieticians
- Therapists
- Optometrists