

# Veeva OpenData

Customer Data



## The Right Data, Right Where You Need It

Accurate customer data can mean the difference between a productive sales call and a wasted trip. Yet an estimated 1 in 25 customer visits is unsuccessful, because sales reps can't find current details in CRM. And when they rely on outdated specialty and license information, reps can inadvertently promote the wrong product to the wrong prescriber.

New HCP engagement models also complicate the customer dialogue. To satisfy changing preferences, companies need to connect using channels like [email](#) and [videoconferencing](#).

[Veeva OpenData](#) delivers the right customer data, right where it's needed. Veeva OpenData provides comprehensive records for healthcare professionals (HCP), healthcare organizations (HCOs), and their affiliations. Designed with a global view, Veeva OpenData provides a consistent standard of quality and service across all worldwide markets.

Data is sourced from reputable government and industry organizations, so coverage is comprehensive. Real-time input from life science's largest CRM community provides immediate visibility into customer changes. And with Veeva's responsive [stewardship](#), updated records are confirmed in hours, not weeks.

Data Updates

Average Wait



Veeva Average

4h



## Key Business Benefits

### Superior sales execution

- Identify the right customers, with comprehensive profiles in [Veeva CRM](#)
- Eliminate wasted visits to the wrong doctor or wrong address
- Speed decision-making with universal access to customer records

### Modern customer engagement

- Engage HCPs however they want, using multichannel-enabled customer profiles
- Deploy account-based selling, with detailed HCO, HCP, and affiliations data
- Get your point across, with messages delivered consistently across channels

### Confident compliance

- Reduce the risk of off-label promotions, with up-to-date specialty and licensure
- Enforce sampling protocols, using comprehensive eligibility verification
- Utilize a single, global customer identifier to accurately report aggregate spend

## Solution Features

Veeva OpenData offers a consistent global standard for data quality, with detailed and verified HCP, HCO, affiliations, and compliance information.

### Customer Reference Data

Complete HCP, HCO and affiliations data enable more precise targeting, stronger cross-channel engagement, and deeper market penetration.

### Compliance Data

Comprehensive specialty confirmation, DEA verification, PDMA state license validation, and NPI verification support confident compliance with all regulatory programs. [Compliance data](#) is verified and continually updated from multiple authoritative sources.

### Unique Customer Identifiers

Veeva OpenData HCP and HCO identifiers help you navigate complex healthcare networks, compile aggregate spend reports, and gain visibility to cross-border activity.

### Partner Program

The [Veeva OpenData Partner Program](#) significantly reduces the cost and complexity of working with data, technology, and service providers. Key partners have seamless access to Veeva OpenData for sharing, integration, and pre-alignment of customer data, eliminating restrictive contracts and burdensome limitations.