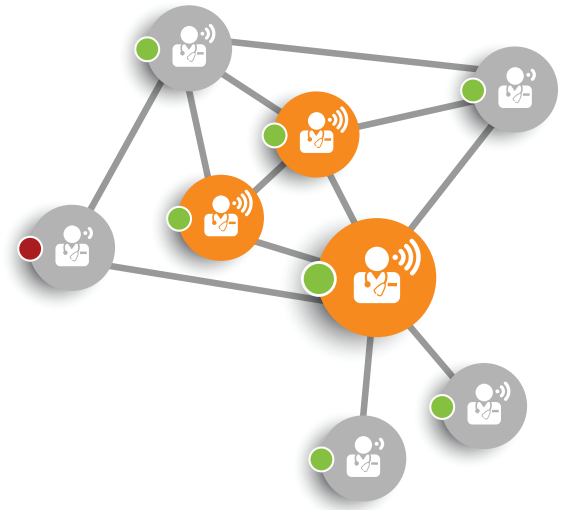


Veeva KOL Data

All Relevant Stakeholders
Worldwide.

Complete Understanding.

Identify, Profile, and
Engage the Right KOLs.



Building lasting relationships with the right key opinion leaders requires effective navigation of a complex healthcare landscape. However, challenged with multiple, siloed systems and data sources, medical affairs struggles to get an accurate view of the most critical decision makers.

Veeva KOL Data can provide a single, global source of key stakeholder information for better KOL identification and engagement. By delivering deep, continuously updated information on KOLs, the solution minimizes the need for disparate vendors. Robust profiles—including sentiments, affiliations, and clinical interests—maximize coverage. Designed for seamless integration into Veeva Medical CRM, Veeva KOL Data provides complete insight to help you reach the right KOLs through the right channels.

Key Business Benefits

- **Improve resource alignment** - In-depth profiles help better identify and prioritize important stakeholders.
- **Drive operational efficiency** - Save thousands of hours for medical affairs.
- **Reduce spend** - Eliminate the need for different vendors and integrations.

Solution Features

Stakeholder Identification

Identify all relevant stakeholders, in any market around the world, based on tailored search and segmentation criteria, such as affiliations, activities, expertise, company collaboration, relationships, and sentiment. Search results are combined, weighted, and reviewed by subject matter experts for completeness and accuracy.

Stakeholder Profiling

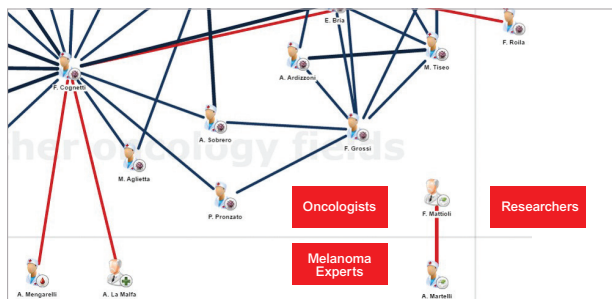
Gain a complete understanding of each stakeholder. Global profiles provide a comprehensive overview of affiliations, activities, and relationships. Stakeholders can be segmented by core areas, including focus areas, geographic relevance, community roles, and attitudes towards treatment-relevant topics, companies, and brands.

Sentiment Analysis

Understand stakeholder interests and attitudes toward therapy-relevant topics, companies, and brands. Industry research specialists uncover how KOLs think about competing brands, alternative treatments, and other custom-defined topics.

Network Visualization

Get a new perspective on your stakeholder community. Network visualization software enables you to view stakeholder relationships and overlay focus areas, sentiment information, and other activity data. By simplifying the complexity of the stakeholder ecosystem, you can discover the most trusted messaging pathways in the community to deploy your messaging.

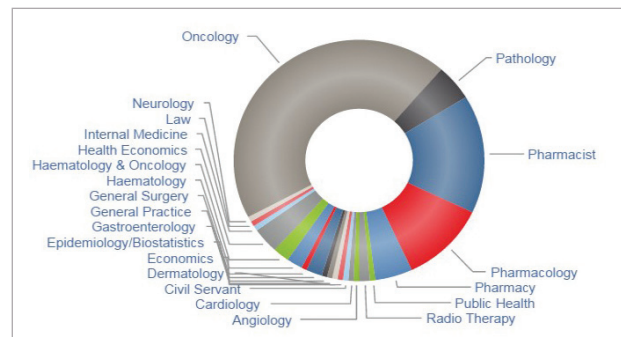


Custom Research Overlays

Gain new stakeholder insights with custom primary research. Combine survey results and third-party research with KOL profiles to uncover a more robust understanding of the ecosystem's preferences, activities, and relationships.

Segmentation Models

Easy-to-use software helps you segment KOLs by scientific impact, experience, institutional affiliation, network, sentiment, and more. This fine-grained segmentation plus ongoing expert support enables highly targeted engagement planning.



Data Privacy Management

Veeva KOL Data addresses data privacy, opt-in, or changes in regulation before data is delivered, and is the only KOL data provider certified by EUROPRISE on behalf of all European governments.