

Veeva Medical CRM

Better KOL Engagement.
Lasting Relationships.
Measurable Impact.



Facing a rapidly changing healthcare landscape, companies must employ new strategies for identifying and engaging key opinion leaders. Veeva Medical CRM delivers complete KOL visibility and management to drive informed scientific engagements and deeper, more trusted relationships.

Built specifically for medical affairs, Veeva Medical CRM provides a full KOL view, enabling field medical teams to deliver the most relevant scientific information across all channels. Profiles are tailored to deliver the insights medical teams need, including key activities and events, channel preferences, clinical interests, and affiliations. And because Veeva CRM is used by commercial teams, medical can gain visibility to sales and marketing interactions, for orchestrated planning — without being forced to use a generic application.

Key Business Benefits

- **Better engagement** — Helps medical organizations coordinate, execute, and track engagement with stakeholders, across channels.
- **Actionable insight** — Deep knowledge of scientific needs and interests enables better long-term relationships.
- **Quantifiable value** — Real-time metrics drive organizational success and scientific credibility.
- **Controlled collaboration with commercial** — Allows coordinated planning and alignment with commercial teams while ensuring full control and compliance.

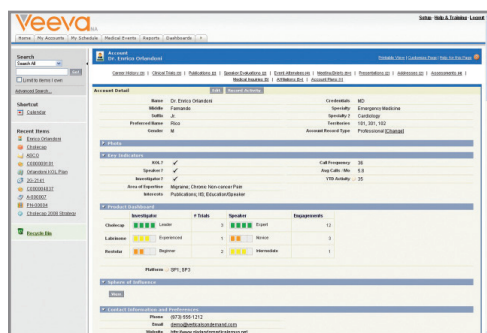
Solution Features

Engagement Across All Channels

Veeva Medical CRM is the first fully integrated multichannel CRM solution designed for medical, enabling the creation of targeted, relevant engagement plans across all channels. The solution provides mobile applications with built-in scientific resources 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 Medical CRM is integrated with salesforce.com's Service Cloud for call center capabilities and the creation of self-service portals.

Built for Medical, Powered by KOL Data

Veeva Medical CRM is designed for medical affairs, building in medical terminology and automating the process of searching, profiling, and engaging key medical stakeholders. Although medical and commercial teams have visibility into the organization's interactions with thought leaders, each group has a separate application, reflecting their unique business needs. Account profiles within Veeva Medical CRM are powered by deep Veeva KOL Data to deliver a scientific view of each expert—surfacing key information like clinical interests, research history, activity across all channels, and leadership history. Data is available directly in CRM and updated on a weekly basis, ensuring rigorous standards for data quality and accuracy.



In-depth KOL profiles

KOL Network Map

Interactive network visualization reveals the relationships and affiliations between stakeholders, as well as external expert resources within healthcare organizations (HCOs). Uncover hidden KOLs, drill into institutions, and track how new ideas move through the stakeholder community. And overlaying profiles with custom research, like survey results or third party information, allows teams to glean new stakeholder insights.

Email Response to Cases Direct from Call Center

Respond compliantly to medical inquiries submitted by healthcare professionals or captured by the field force with personalized email directly from the call center. Built on the Salesforce1 Platform, Veeva CRM leverages Service Cloud for call center functionality. Seamless integration with Veeva CRM Approved Email for compliant personal email interactions means MSLs can respond to HCPs quickly, through their channel of choice. And because Veeva Medical CRM is powered with scientific content from Veeva Vault MedComms for medical content management, MSLs can also send links to the latest approved resources.

Scientific Resources Libraries

Veeva Medical CRM interoperates with Veeva Vault MedComms for medical content management to enable a single source of truth for scientific content—from publications to field medical materials—across all channels. The Scientific Resource Library is available on or offline, and features like ad hoc presentation creation mean MSLs can uncover the right content in minutes—helping them make the most of their time with thought leaders. Medical inquiries, presentations, and medical information are managed in the same system from creation to multichannel distribution and expiry, safeguarding compliance and improving consistency of data and message.

Mobile CRM

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

Actionable Insight

Easily bring prescription and sales data together with customer interaction information in CRM for a complete view of each thought leader, enabling more informed decision-making and improved field outreach effectiveness. Veeva Medical CRM 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

Role-based Functionality

Veeva Medical CRM provides robust capabilities for 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 the home office, Veeva Medical CRM supports account plan creation and tracking in addition to detailed KOL planning and profiling.