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
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 make KOL data more actionable by surfacing key information like clinical interests, research history, and leadership history, and combining it with multichannel activity to enable a single scientific view.

In-depth KOL profiles

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.

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.

Learn more at veeva.com | 925-452-6500 | veeva.com/contact-us