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.

Veeva Medical CRM

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.

		ents keport	Deshboar	8) •)						Senso Help & Training Les
Search Search All	Account Dr. Enri	co Orlando	a							tindadi. Mara 1 Gabieska Jawa 1 Mila Jacilia Jawa 4
Limits items i own	Carner H	intervisit i Sit	icat Trans. ap. 1	Cublications, 52	1 520	Netrolito	ana. 50 Erent. Alea. 50 6238	Altenders H Meeting Mons. H+1 Account.Pie	Driefs R+1 es.[1]	I Consectations SI Addresses SI Assessments 25
Advanced Search	Account Detail			1.0	11 12	rcord Acto	-14			
Chartrut	Name Dr. Enrico Orlandoni							G	dentials	MD
Calendar	Middle Fernando								Specially	Emergency Medicine
C) SHEER	Settlix Jr.								rectally 2	Cardiology
Bereed Items		Preferred Bar								101, 201, 102
Enrice Orlandoni Cholecap	D Plats									
S284 6	V Key Indicators							ернеку		
COURSELED	Speaker?							allo (Mo		
3 20-2141	investigator?								Attack	
 C000004802 C000004802 Ac000007 	Area of Expertise Migrains, Chursis Non-cancer Pain. Milevents Publications, ID, Education/Openier									
8 E21-00204	▼ Product Dashboard									
Choincap 2008 Strategy	Investigator			# Trials Speaker		Englagements				
Tecaste lin	Cholecap		Leader		3	IIII	Epet	12		
	Labelsone		Esperienced		1]		Nonce	3		
	Restolar		Beginer		2		remediate	,		
	Platform (J \$P1; \$P3									
	▼ Sphere of Influence									
	Ver.									
	* Contact Information and Performents									
	Conduct Informations and Performances Proceedings (1997) Proceedings (
	From English State Control of Con									

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.

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.

Copyright © 2020 Veeva Systems. All rights reserved. Veeva and the Veeva logo are registered trademarks of Veeva Systems. Veeva Systems owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.

