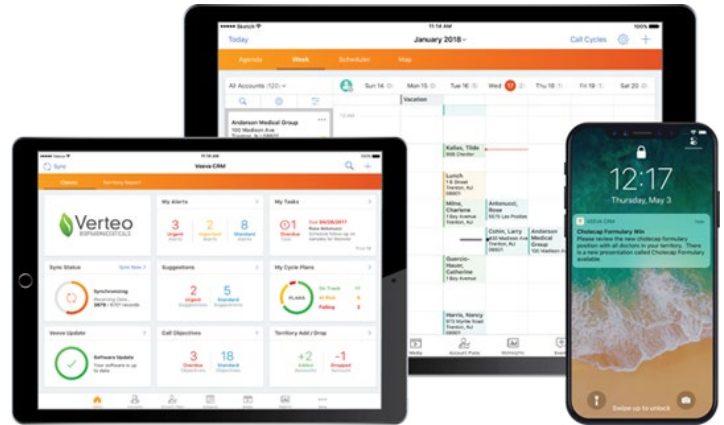# Veeva Medical CRM

Evolve your scientific engagement for the era of precision medicine.

Built specifically for medical affairs, Veeva Medical CRM drives informed scientific engagements and deeper, more trusted stakeholder relationships. It provides in-depth expert views, enabling medical science liaisons to deliver relevant scientific information in the HCPs preferred channel.

Profiles are tailored specifcially for field medical teams, including delivering information on key activities and events, channel preferences, clinical interests, and affiliations. Medical affairs teams also gain compliant visibility to sales and marketing interactions to allow orchestrated planning, without the need to use a generic third-party application.

STRATEGIC ENGAGEMENT **ACTIONABLE INSIGHTS** **INFORMED COLLABORATION**

Benefits

- **Strategic engagement:** Coordinate, execute, and track engagement with scientific experts and other stakeholders.

- **Actionable insights:** Get an in-depth understanding of emerging scientific opportunities by capturing and analyzing insights directly from the field. Leverage the power of AI to inform future strategic decision-making.

- **Informed collaboration:** Plan and align strategies with commercial teams to compliantly engage stakeholders and decision-makers.

Veeva Medical CRM

Features

Strategic account planning and engagement

Improve understanding of important accounts and ensure alignment among teams.

- Account planning, configuration, and visualization
- Role-specific execution
- Plan reporting and monitoring
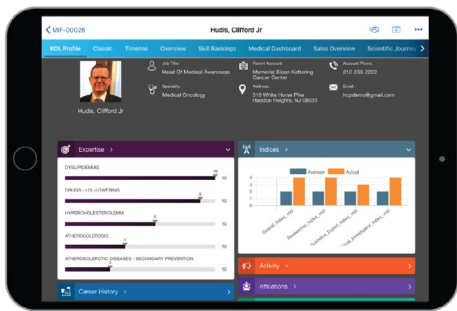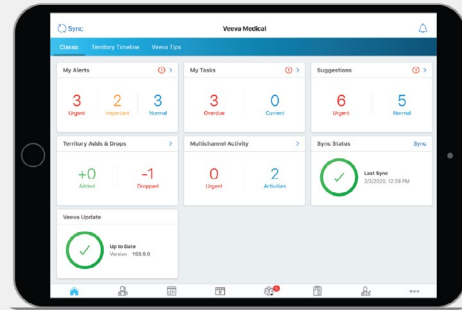
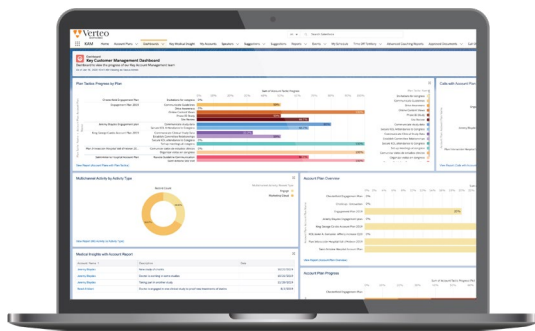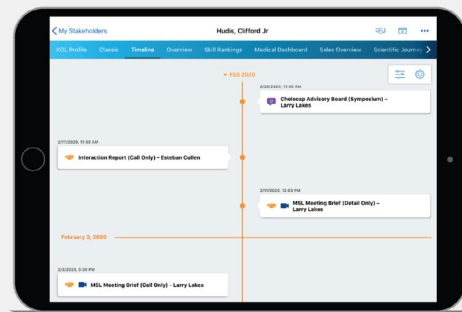### Scientific stakeholder planning and engagement

Create impactful interactions by planning, executing, and tracking engagement across channels.

- Scientific engagement planning, execution, and tracking
- Integrated multichannel engagement with Veeva CRM Approved Email and Veeva CRM Engage
- Deliver and capture evidence consumption in real time with Veeva CLM

Compliant medical and commercial collaboration

Coordinate planning and alignment with commercial counterparts.

- Built-in control and compliance
- Company-defined configuration
- Timeline view of activity between teams

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Learn more at veeva.com | **925-452-6500** | **veeva.com/medical-crm**