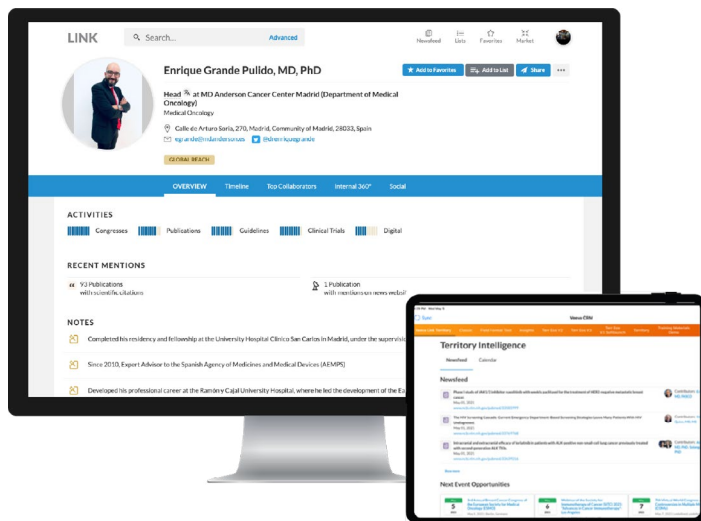


# Veeva Link

## Real-time Customer Intelligence

Veeva Link enables relevant engagement with key people



What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they engage with, how they think about brands, and even their Twitter activity. Veeva Link brings all this information together in real-time to power value-driven interactions.

### Business Benefits

- **Relevant Engagement** – Identify and prioritize key people and view deeply curated customer profiles.
- **Improved Coordination** – Better align central and field teams around experts to uncover new opportunities and drive customer-centric activities.
- **Real-time Monitoring of Medical Impact** – Keep a pulse on your scientific platform and competitive activity to tailor your strategies.

### Tailored to your disease ecosystem

Veeva Link provides insights on experts in many different therapeutic areas.



Link for Bacterial Infections



Link for Gynecology



Link for Oncology



Link for Cardiology



Link for Hematology



Link for Respiratory



Link for Dermatology



Link for Hepatology



Link for Rheumatology



Link for Endocrinology



Link for Nephrology



Link for Vaccines



Link for Gastroenterology



Link for Neurology



Link for Virology

## Features

### Deeply curated profiles

- Data accuracy and coverage enabled by advanced technology and validation by 1,000+ data curators
- Social media feeds filtered using natural language processing, aggregated in a matter of hours
- Scientific publications updated daily

### Unique datasets

- Unrivaled depth and breadth covering 150,000+ local and national congresses and 47,000+ associations
- Career highlights and activity over the last 10 years

### Global footprint

- Market insights tailored for each region across 54 countries
- Data curators are native speakers ensuring nothing is lost in translation
- Global, regional, and local event information captured months ahead of time

### Seamless integration across Veeva products

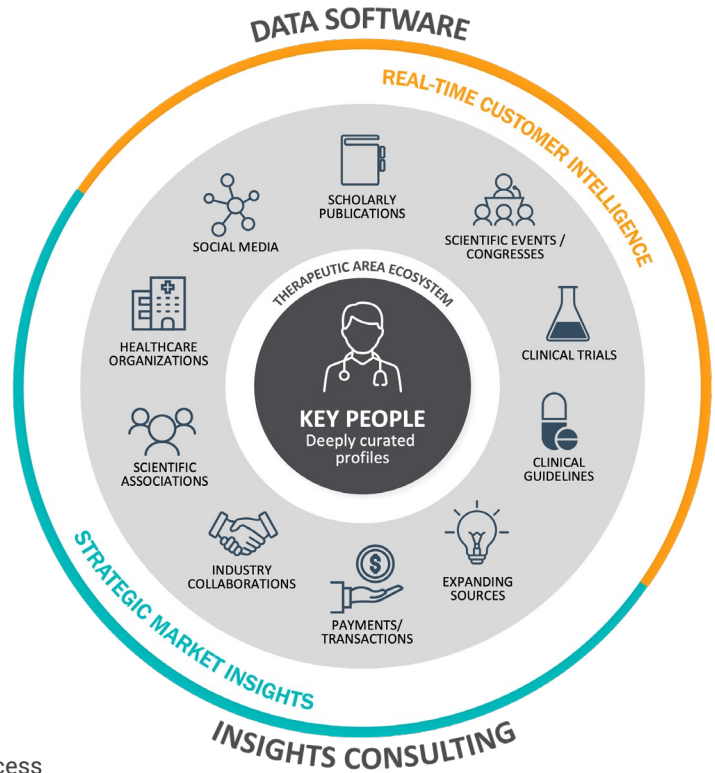
- Real-time intelligence using account and territory views
- Tailored information and compliant data views for both medical and commercial teams

### Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Meets highest security standards and GDPR requirements
- Low impact on IT and administrative resources

## Insights on Key People

Identify current and emerging leaders, experts, and influencers, and gain a more nuanced understanding of the therapeutic area ecosystem.



Physicians



Physician Assistants



Nurses



Pharmacists



Emerging Experts



Researchers



Patient Advocates



Digital Influencers



Industry Officials