PRODUCT SHEET

Veeva Compass

Performance Data for Today's Complex Therapies

Veeva Compass supports biopharma commercialization by providing visibility into patient and HCP activity within the U.S. healthcare ecosystem.

Compass Patient is anonymous patient longitudinal data (APLD), including dispensed prescriptions, procedures, and diagnoses, for the U.S. market.

Compass Pathway is an add-on product to Compass Patient for prescription (Rx) claims lifecycle data, including reversed and rejected transactions, for the U.S. market.

Compass Data Connector is an add-on product to Compass Patient for the privacy-safe linking of specialty pharmacy, lab results, and genomics with longitudinal patient claims data.

Compass Prescriber is projected prescriptions and procedures at the HCP, HCO and ZIP level for retail and non-retail products. It covers 4,000 brands for the U.S. market.

Compass National is projected prescriptions and procedures at the state and national level for retail and non-retail products. It covers more than 4,000 brands for the U.S. market.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Compass Patient	2020	Mature	51–100
Veeva Compass Pathway	2023	Early	11–50
Veeva Compass Data Connector	2024	Early	1–10
Veeva Compass Prescriber	2023	Early	11–50
Veeva Compass National	2023	Early	11–50

PRODUCT SHEET

Compass Patient

Compass Patient is anonymous patient longitudinal data (APLD) for the U.S. market, including dispensed prescriptions, procedures, and diagnoses. It can be used for commercial operations and analytics activities such as finding new patients, patient journey, patient analytics, market sizing, as well as business development.

Data is sourced from open and closed source claims such as clearinghouses, switches, retail pharmacies, specialty pharmacies, payers, PBMs, and other sources.

Compass Patient is licensed by the brand and includes unlimited data access.

Announced	2020
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	51–100
Platform	Veeva Data Platform
Integrations	Connected with CRM, Nitro Connected via Veeva IDs with OpenData, Link, HCP Access

PRODUCT SHEET

Compass Pathway

Compass Pathway is an add-on product to Compass Patient for prescription Rx claims lifecycle data, including reversed and rejected transactions, for the U.S. market. It can be used for commercial operations and strategy, such as market access, segmentation, targeting, and patient support.

Data is sourced from open and closed sources. It is a modern data product designed and built for today's complex therapies.

Compass Pathway is licensed by the brand and includes unlimited data access.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Veeva Data Platform
Integrations	Connected with Compass Patient Connected via Veeva IDs with OpenData, Link, HCP Access

PRODUCT SHEET

Compass Data Connector

Compass Data Connector is an add-on product to Compass Patient for the privacy-safe linking of specialty pharmacy, lab results, and genomics with Compass Patient. It supports a wide range of use cases including patient journey, segmentation, targeting, suggestions, alerts, and predictive monitoring.

Data is sourced from the customer's preferred Data Partner. Compass Data Connector is a modern data product designed to provide a more complete view of patients and providers.

Compass Data Connector is licensed by the combination of brand and Data Partner and includes data delivered to the customer's preferred destination.

Announced	2024
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	1–10
Platform	Veeva Data Platform
Integrations	Connected via Veeva IDs with OpenData, Link, HCP Access, and Compass Patient

PRODUCT SHEET

Compass Prescriber

Compass Prescriber is projected prescriptions and procedures at the HCP, HCO, and ZIP level for retail and non-retail products. It covers 4,000 brands for the U.S. market.

Compass Prescriber can be used for commercial operations such as segmentation, targeting, field force sizing, and incentive compensation. It is a modern data product designed to provide a more complete view of a market where medicine is no longer distributed solely through the retail channel.

Compass Prescriber is licensed by the brand and includes unlimited data access.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Veeva Data Platform
Integrations	Connected with CRM, Nitro Connected with Veeva IDs with OpenData, Link, HCP Access

PRODUCT SHEET

Compass National

Compass National is projected prescriptions and procedures at the state and national level for retail and non-retail products. It covers 4,000 brands, including branded and generic medicines for the U.S. market.

Compass National can be used for commercial strategy and operations, such as forecasting and market share tracking. It is a modern data product designed to provide a more complete view of a market where medicine is no longer distributed solely through the retail channel.

Compass National is licensed by the brand and includes unlimited data access.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Veeva Data Platform
Integrations	Connected with CRM, Nitro, HCP Access