

## PRODUCT SHEET

# Veeva Link

Veeva Link is a suite of data applications that provides deep data to life sciences companies. It is used across a number of areas, including medical, marketing, sales, and market access.

**Veeva Link Key People** provides deep data about KOLs and software to view it.

**Veeva Link Key Accounts** provides deep data about key accounts in the US and software to view it.

**Veeva Link Medical Insights** is a combination of software and services to manage the medical insights process.

**Veeva Link Workflow** is a flexible platform to manage KOL engagements.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Link Key People	2020	Mature	100+
Veeva Link Key Accounts	2020	Early	1–10
Veeva Link Medical Insights	2022	Early	1–10
Veeva Link Workflow	2022	Early	1–10

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# Link Key People

Link Key People provides deep data about key opinion leaders (KOLs) and software to view it. Medical and commercial teams use the product to identify KOLs, view their activities, and receive notifications.

Curated KOL profiles include publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, and news mentions as well as patient mix by disease and drug class in the US. Data is sourced from over 250k public sources, including PubMed, conference websites, and social media feeds.

Customers access the data via a web application, mobile app, APIs, and connectors to CRM and Events Management. The product is available across 85+ countries and all major therapeutic areas.

<b>Announced</b>	2020
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, MedTech
<b>Customers</b>	100+
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link Key Accounts, Link Medical Insights, Link Workflow Connected with CRM and Events Management Connected via Veeva ID and CDA with OpenData, Compass, Pulse

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## Link Key Accounts

Link Key Accounts provides deep data about key accounts and software to view it. Key account teams use the product to find new decision makers, spend less time on research, and stay up to date on key accounts.

Curated key account profiles include information about the account, related decision makers, formulary committees, documents, events, news, and social media posts. They also include an annual summary of diagnoses by disease area derived from Compass data in the U.S.

Customers access the data via a web application and a connector to CRM. Account summaries are also available as a data file. The product is available in the U.S.

<b>Announced</b>	2020
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	1–10
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link Key People Connected with CRM Connected via Veeva ID and CDA with OpenData, Compass, Pulse

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# Link Medical Insights

Link Medical Insights is a combination of software and services for medical affairs teams to easily capture medical insights in compliant free text, extract medical themes, and share the themes and related insights with relevant medical, clinical, and commercial stakeholders.

Veeva uses AI and human curation to tag and categorize insights for easy analysis and to generate themes. Themes are refined and approved by medical leadership before further sharing.

Users access a web application or a web form embedded in X-Pages.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	1–10
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link Key People Connected with CRM

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## Link Workflow

Link Workflow is a flexible platform to manage KOL engagements using Link Key People data. It is used to streamline workflows such as congress planning, advisory board planning, and KOL engagement planning.

Business teams can easily create workflows. The combination of workflows and dashboards enables more effective and efficient execution and insights to optimize the workflows over time.

Engagements are surfaced in Link Key People and CRM (via X-Pages) for enterprise-wide visibility. Granular security and audit trails ensure control and compliance.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech, MedTech
<b>Customers</b>	1–10
<b>Platform</b>	Link
<b>Integrations</b>	Requires Link Key People Connected with CRM