Veeva

Veeva Link

Veeva Link is a suite of products that provide 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 surface relevant insights.

Veeva Link Key Accounts provides deep data about key accounts and decision makers in the US and software to surface relevant insights.

Veeva Link Workflow is a flexible platform to build KOL workflow applications on Link data.

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

Link Key People

Link Key People provides deep data about key opinion leaders (KOLs) and software to surface relevant insights. Medical and commercial teams use the product to identify KOLs, view their activities, and receive notifications. Analytics teams use Link data to inform targeting and segmentation.

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.

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

PRODUCT SHEET

Link Key Accounts

Link Key Accounts provides deep data about key accounts and software to surface relevant insights. Commercial and market access teams use the product to find formulary decision makers, spend less time on research, and stay up to date on key accounts.

Curated key account profiles include information about formulary committees, related decision makers, documents, events, quality measures, and business partners. 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 covers all hospital and payer accounts in the U.S. across all major therapeutic areas.

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

Link Workflow

Link Workflow is a flexible platform to build KOL workflow applications on Link data.

Today, two workflow applications are available: Link Workflow for Congresses helps to manage congress engagements. Link Workflow for KOL Engagement Planning helps to plan and track engagements with global top KOLs. Customers can also build their own applications.

Reports and Tasks let users drive insights and actions across Workflow apps. 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.

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