

PRODUCT SHEET

Veeva Link

Veeva Link is a family of data applications that provide real-time intelligence across a number of areas, including key people and key accounts.

Veeva Link Key People provides real-time intelligence on key people, such as scientific, digital, and community leaders.

Veeva Link Key Accounts provides real-time intelligence for key accounts, such as health systems, hospitals, physician networks, and payers.

Veeva Link Workflow is a no-code platform to build custom workflow applications on Veeva Link data.

Veeva Link Scientific Awareness is a data application to measure how the medical community perceives specific therapies.

Veeva Link Medical Insights streamlines medical insights management across the enterprise.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Link Key People	2020	Mature	51–100
Veeva Link Key Accounts	2020	Early	1–10
Veeva Link Workflow	2022	Early	1–10
Veeva Link Scientific Awareness	2022	Mature	1–10
Veeva Link Medical Insights	2022	Early	1–10

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Veeva Link Key People

Link Key People provides real-time intelligence on key people, such as scientific, digital, and community leaders. Medical teams use it to identify key people, view their activities, and receive notifications.

Link Key People provides 3m+ profiles containing publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, news mentions, and influence on community practice. Data is sourced from over 1,000 public sources, including PubMed, conference websites, and social media feeds.

Customers access the data via a web application, API, and data file. It integrates with CRM. The product is available across 85+ countries and 25 therapeutic areas.

Announced	2020
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	51–100
Platform	Link
Integrations	Lives with Link Workflow Connected with Link Data Applications, CRM, OpenData

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Veeva Link Key Accounts

Link Key Accounts provides real-time intelligence for key accounts, such as health systems, hospitals, physician networks, and payers. Key account teams use it to understand accounts, map decision makers, and receive notifications.

Profiles in Link Key Accounts include account metrics, decision makers, documents, conference activities, relevant news, and social media mentions.

Customers access the data via a web application. It integrates with CRM. Account summaries are available as a data file.

The product is available for early adopters in the U.S.

Announced	2020
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	1–10
Platform	Link
Integrations	Connected with Link Data Applications, CRM, OpenData

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Veeva Link Workflow

Link Workflow is a no-code platform to build custom workflow applications on Veeva Link data.

Process owners can easily configure workflow applications to streamline processes across sales, medical, marketing, and clinical. Examples include KOL engagement planning, congress planning, speaker management, or key account planning.

Reports and dashboards provide transparency, while granular security and audit trails ensure control and compliance.

The product is available for early adopters.

Announced	2022
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	1–10
Platform	Link
Integrations	Lives with Link Data Applications

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Veeva Link Scientific Awareness

Link Scientific Awareness is a data application to measure how the medical community perceives specific therapies.

Medical affairs teams can view share of scientific voice, sentiment, and their underlying activities. They can filter by geography, channel, disease area, and timeframe.

Link Scientific Awareness collects data daily from scientific, digital, and social channels.

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

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Veeva Link Medical Insights

Link Medical Insights streamlines medical insights management across the enterprise. Medical affairs teams use it to capture, search, and view insights.

Veeva categorizes medical insights with human experts and machine learning. They are enriched with proprietary data from the Link platform.

Users access the insights via a web application. It integrates with CRM for insights capturing.

Link Medical Insights is under development with early adopters.

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