

PRODUCT SHEET

# Veeva Link

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

**Veeva Link Key People** provides deep data on key people, such as scientific, digital, and community leaders.

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

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

**Veeva Link Key Accounts** provides deep data on key accounts, such as health systems, hospitals, physician networks, and payers.

**Veeva Link SiteBase** provides deep data on sites and investigators.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Link Key People	2020	Mature	51–100
Veeva Link Medical Insights	2022	Early	1–10
Veeva Link Workflow	2022	Early	1–10
Veeva Link Key Accounts	2020	Early	1–10
Veeva Link SiteBase	2022	Early	0

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# Link Key People

Link Key People provides deep data 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 4m+ profiles containing publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, news mentions, and influence on community practice. Data is sourced from over 250k 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.

<b>Announced</b>	2020
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, MedTech
<b>Customers</b>	51–100
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link Workflow Connected with Link data applications, CRM, OpenData Commercial

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# Link Medical Insights

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

Veeva analyzes medical insights using machine learning and human experts. Insights are enriched with proprietary data from the Link platform.

Users access the insights via a web application.

Link Medical Insights integrates with CRM for insights capturing. It is under development with early adopters.

<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>	Connected with CRM

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# 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.

<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>	Lives with Link data applications

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# Link Key Accounts

Link Key Accounts provides deep data on key accounts, such as health systems, hospitals, physician networks, and payers. Key account teams use it to identify key stakeholders, find engagement opportunities, and stay up-to-date.

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 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>	Connected with Link data applications, CRM, OpenData Commercial

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# Link SiteBase

Link SiteBase provides deep data on sites and investigators. Clinical operations teams use it to help identify and prioritize the best sites and investigators for their trials.

Link SiteBase includes site and investigator profiles across 70+ countries and all therapeutic areas. Profiles include completed and active clinical trials, patient potential, equipment and capabilities, organizations, regulatory compliance, and site/investigator relationships. Users create site/investigator lists to progress to feasibility assessment.

Customers access the data via a web application. It uses OpenData Clinical and integrates with Vault Study Startup.

This product is under development and looking for early adopters.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	0
<b>Platform</b>	Link
<b>Integrations</b>	Lives with OpenData Clinical Connected with Link data applications, Vault Study Startup