

PRODUCT SHEET

# Veeva Link

Veeva Link provides deep data and insights to help life sciences companies accelerate their assets. 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 U.S. and software to surface relevant insights.

**Veeva Link Workflow** provides tech-enabled workflows for KOL management.

**Veeva Link Medical Insights** provides software and AI to manage medical insights across the enterprise.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
<b>Veeva Link Key People</b>	2020	Mature	100+
<b>Veeva Link Key Accounts</b>	2020	Early	1-10
<b>Veeva Link Workflow</b>	2022	Early	11-50
<b>Veeva Link Medical Insights</b>	2022	Mature	11-50

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# 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, digital posts, and other 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 Workflow, Veeva Medical Insights, Connected with CRM and Events Management Connected via Veeva ID and CDA with OpenData, Compass, HCP Access

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# 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 new 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.

<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, HCP Access

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# Link Workflow

Link Workflow provides tech-enabled workflows for KOL management that combine data, software, and standard services. These workflows are defined and optimized by Veeva for the industry.

Business teams buy a workflow to get a specific job done. They benefit from lower cost, better outcomes, and seamless connections to the Veeva ecosystem. This is possible because Veeva can realize economies of scale in automating the process.

Today, two workflow applications are available:

- **Link Workflow for Congresses** enables cross-functional teams to manage KOL engagements at congresses.
- **Link Workflow for KOL Engagement Planning** enables cross-functional HQ teams to plan and track KOL engagements.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech, MedTech
<b>Customers</b>	11–50
<b>Platform</b>	Link
<b>Integrations</b>	Requires Link Key People Connected with CRM

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# Link Medical Insights

Veeva Link Medical Insights is software, AI, and services to manage medical insights across the enterprise. It enables users to capture insights related to KOLs, get relevant themes, and ask questions to improve decision-making.

The product uses insights captured by the user as well as deep data in Link Key People and the public domain. Themes and answers to questions are generated by AI with human oversight.

Users can capture and consume insights in CRM or a web application.

<b>Announced</b>	2022
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	11–50
<b>Platform</b>	Link
<b>Integrations</b>	Connected with CRM and Link Key People