Veeva Link

Veeva Link is a suite of data applications that provides deep data across a number of areas, including medical, marketing, sales, and market access.

Veeva Link Key People provides deep data and insights about KOLs and their ecosystems.

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

Veeva Link Medical Insights provides software and analyses to get medical insights to the right people.

Veeva Link Workflow is a flexible platform to manage engagements with key people.

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

Link Key People

Link Key People provides deep data and insights into KOLs and their ecosystems. Medical and commercial 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 patient mix by disease and drug class. Data is sourced from over 250k public sources, including PubMed, conference websites, and social media feeds.

Customers access the data via a web or mobile application, API, and data files. It integrates with CRM. 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 Workflow Connected with Link data applications, CRM, OpenData

Link Key Accounts

Link Key Accounts provides deep data and insights on key accounts in the US, such as health systems, hospitals, physician networks, and payers. Key account teams use it to find new decision-makers, spend less time on research and more time with customers, and stay up-to-date on key accounts.

Profiles in Link Key Accounts include decision maker profiles, account metrics, affiliations, documents, account events and conferences, relevant news, and social media posts.

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

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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Link Medical Insights

Link Medical Insights provides software and analyses to get medical insights to the right people. Medical affairs teams use it to capture, analyze, and share insights.

Veeva analyzes medical insights using AI and human experts. Insights are enriched with proprietary Link data.

Users access the insights via a web application.

Link Medical Insights integrates with CRM for insights capturing..

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

Link Workflow

Link Workflow is a flexible platform to manage KOL engagements. It runs on Link Key People data.

Business teams can easily create workflows that leverage Link data to plan, execute, and track KOL engagements. Examples include brand planning, congress planning, speaker management, and advisory boards.

The combination of workflows and dashboards enables more effective and efficient engagement strategies. Engagements are surfaced in Link Key People and CRM (via MyInsights) for enterprise-wide visibility. Granular security and audit trails ensure control and compliance.

The product is sold out for early adopters.

Announced	2022
Status	Early
Customer type	Enterprise Pharma, Biotech, MedTech
Customers	1–10
Platform	Link
Integrations	Lives with Link Key People (Interactions tab)