

PRODUCT SHEET

Veeva OpenData

OpenData is the foundation for commercial data. It is reference data on healthcare professionals (HCPs), healthcare organizations (HCOs), and their affiliations. It is used in CRM, analytics, and data warehouses.

OpenData has a global data model following Veeva's Common Data Architecture for Life Sciences™ to simplify software and data integrations.

OpenData US provides HCP and HCO reference and compliance data for the US.

OpenData Email US provides verified email addresses for the US.

OpenData Europe provides HCP and HCO reference data for 52 countries across Europe, including Canada.

OpenData Latin America provides HCP and HCO reference data for 24 countries across Latin America.

OpenData Asia Pacific provides HCP and HCO reference data for 11 countries across Asia Pacific.

OpenData Middle East and Africa provides HCP and HCO reference data across 22 countries in the Middle East, Turkey, and Africa.

OpenData China provides HCP and HCO reference data and DCR services in China, Hong Kong, and Macao.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
OpenData US	2015	Mature	100+
OpenData Email US	2017	Mature	100+
OpenData Europe	2015	Mature	100+
OpenData Latin America	2016	Mature	11–50

OpenData Asia Pacific	2023	Early	11–50
OpenData Middle East and Africa	2022	Early	11–50
OpenData China	2015	Mature	51–100

PRODUCT SHEET

OpenData US

OpenData US is reference data on HCPs, HCOs, and their affiliations in the US. It covers 12 million HCPs and 2 million HCOs. It is used in CRM, analytics, and data warehouses.

OpenData provides 100+ critical attributes about HCPs and HCOs. These include Veeva ID, name, address, phone, NPI, specialties, license information, and sample eligibility.

Affiliations describe the relationships between HCPs and HCOs, as well as the hierarchy of HCOs. They are derived from proprietary claims data, user feedback, and research from human and agentic curators. The data is proactively updated and customer change requests are fully processed within 24 hours.

OpenData has a global data model following standards set by the Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Data is provisioned via a productized integration with Vault CRM, Veeva CRM, Veeva Network, APIs, data files, or OpenData Live web application.

Customers licensing OpenData US receive complete data access.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	100+
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with Link, Compass, HCP 360, OpenData Clinical

PRODUCT SHEET

OpenData Email US

OpenData Email US provides verified email addresses for healthcare professionals (HCPs) and healthcare business professionals (HBPs) in the US. Field and marketing teams use OpenData Email to expand reach and improve digital engagement.

OpenData Email US contains Veeva ID, NPI, and up to 5 ranked email addresses for each professional and is delivered via direct integration with Veeva Network or by flat file.

Customers licensing OpenData Email US receive complete data access.

Announced	2017
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	100+
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with OpenData, Link, Compass, HCP 360

PRODUCT SHEET

OpenData Europe

OpenData Europe is reference data on HCPs, HCOs, and their affiliations in Europe and Canada. It covers 5 million HCPs and 2 million HCOs across 52 countries, including Germany, UK, France, Italy, Spain, Nordics, BeNeLux, Eastern Europe, Balkans, Baltics, Caucasus, and Canada. It is used in CRM, analytics, and data warehouses.

OpenData provides 100+ critical attributes about HCPs and HCOs. These include Veeva ID, name, address, phone, identifiers, specialties, and licenses. OpenData captures country-specific information, such as specialist networks in Germany, NHS Boards in the UK, HCPs' public reimbursement status in Italy and France, national healthcare provider ID in 25 countries, provincial license number in Canada, tax ID in France and Italy, prescribing credentials in the UK, or pharmacy operating license validation in Germany.

Affiliations describe the relationships between HCPs and HCOs, as well as the hierarchy of HCOs. The data is proactively updated, leveraging human and agentic curators, and customer change requests are fully processed within 24 hours.

OpenData has a global data model following standards set by the Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Data is provisioned via a productized integration with Vault CRM, Veeva CRM, Veeva Network, APIs, data files, or OpenData Live web application.

Customers licensing OpenData Europe receive complete data access for the respective geographic scope of the license.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	100+
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with Link, HCP 360, OpenData Clinical

PRODUCT SHEET

OpenData Latin America

OpenData Latin America is reference data on HCPs, HCOs, and their affiliations in Latin America. It covers 2 million HCPs and 1 million HCOs across 24 countries including Brazil, Mexico, Colombia, Peru, Ecuador, Argentina, Chile, Bolivia, Uruguay, Central America, and the Caribbean. It is used in CRM, analytics, and data warehouses.

OpenData provides 100+ critical attributes about HCPs and HCOs. These include Veeva ID, name, address, phone, identifiers, specialties, and licenses. OpenData integrates local, mandatory compliance data, such as government identifiers like CNPJ (Brazil) and CLUES (Mexico), and professional licenses such as CRMs (Brazil) or SEP licenses (Mexico). Equivalent official compliance data is available for all 24 countries.

Affiliations describe the relationships between HCPs and HCOs, as well as the hierarchy of HCOs. The data is proactively updated, leveraging human and agentic curators, and customer change requests are fully processed within 24 hours.

OpenData has a global data model following standards set by the Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Data is provisioned via a productized integration with Vault CRM, Veeva CRM, Veeva Network, APIs, data files, or OpenData Live web application.

Customers licensing OpenData Latin America receive complete data access for the respective geographic scope of the license.

Announced	2016
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with Link, HCP 360, OpenData Clinical

PRODUCT SHEET

OpenData Asia Pacific

OpenData Asia Pacific is reference data on HCPs, HCOs, and their affiliations in Asia Pacific. It covers 1 million HCPs and 1 million HCOs across 11 countries including Southeast Asia, Australia, South Korea, India and Taiwan. OpenData is not available in Japan as Veeva partners with the local provider Ultmarc. It is used in CRM, analytics, and data warehouses.

OpenData provides 100+ critical attributes about HCPs and HCOs. These include Veeva ID, name, address, phone, identifiers, specialties, licenses, as well as required consent to process the data in Vietnam.

Affiliations describe the relationships between HCPs and HCOs, as well as the hierarchy of HCOs. The data is proactively updated, leveraging human and agentic curators, and customer change requests are fully processed within 24 hours.

OpenData has a global data model following standards set by the Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Data is provisioned via a productized integration with Vault CRM, Veeva CRM, Veeva Network, APIs, data files, or OpenData Live web application.

Customers licensing OpenData Asia Pacific receive complete data access for the respective geographic scope of the license.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with Link, HCP 360, OpenData Clinical

PRODUCT SHEET

OpenData Middle East and Africa

OpenData Middle East and Africa is reference data on HCPs, HCOs, and their affiliations. It covers 600,000 HCPs and 300,000 HCOs across 22 countries including Turkey, Israel, the Middle East, North Africa, and Sub-Saharan Africa. It is used in CRM, analytics, and data warehouses.

OpenData provides 100+ critical attributes about HCPs and HCOs. These include Veeva ID, name, address, phone, identifiers, specialties, and licenses.

Affiliations describe the relationships between HCPs and HCOs, as well as the hierarchy of HCOs. The data is proactively updated, leveraging human and agentic curators, and customer change requests are fully processed within 24 hours.

OpenData has a global data model following standards set by the Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Data is provisioned via a productized integration with Vault CRM, Veeva CRM, Veeva Network, APIs, data files, or OpenData Live web application.

Customers licensing OpenData Middle East and Africa receive complete data access for the respective geographic scope of the license.

Announced	2022
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with Link, HCP 360, OpenData Clinical

PRODUCT SHEET

OpenData China

OpenData China is reference data on HCPs, HCOs, and their affiliations in China, Hong Kong, and Macao. It covers 5 million HCPs and 1 million HCOs.

OpenData provides 100+ critical attributes for HCPs and HCOs. This includes a unique Veeva ID, name, license ID for doctors, pharmacists and nurses, HCO registration ID, HCP-to-HCO and HCO-to-HCO affiliation, specialties, and licenses.

The data is proactively updated, leveraging human and agentic curators, and customer change requests are fully processed within 72 hours.

Data is provisioned via a productized integration with Veeva CRM, Veeva China CRM, Veeva Network, China Data API (no direct data api in China), and data files.

Licensing for OpenData China is mainly on a per record basis in the current Chinese situation. Licensing by the country is also available for enterprise customers including all records in a geography.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	51–100
Platform	Application-specific
Integrations	Connected with CRM, Network Connected via Veeva IDs with Link, HCP 360 & Ultra HCP, OpenData Clinical