Veeva Connections

FEATURES BRIEF

Clinical Operations ⇄ Medical CRM

Bring transparency to HCP interactions across clinical study and field medical teams

While clinical research associates (CRAs) and medical science liaisons (MSLs) often interact with the same investigators and other healthcare providers (HCPs), there is limited visibility into their activity details as each group uses separate, siloed systems. Uncoordinated interactions and inefficient communication can often frustrate sites and investigators, negatively impacting engagement and hampering study enrollment.

The Veeva Clinical Operations to Medical CRM Connection bridges the gap between study teams and MSLs, driving collaboration and visibility at scale to get treatments to patients faster.

Quickly get answers to questions such as:

Clinical	Medical
• When is the MSL scheduled to go onsite? • What topics related to my study did the MSL speak to the HCP about? • Who on the medical affairs team can help me improve enrollment metrics?	• Which trials are this HCP/investigator involved with? • What was the latest communication with the site? • Where do sites need assistance in enrolling subjects?

Benefits

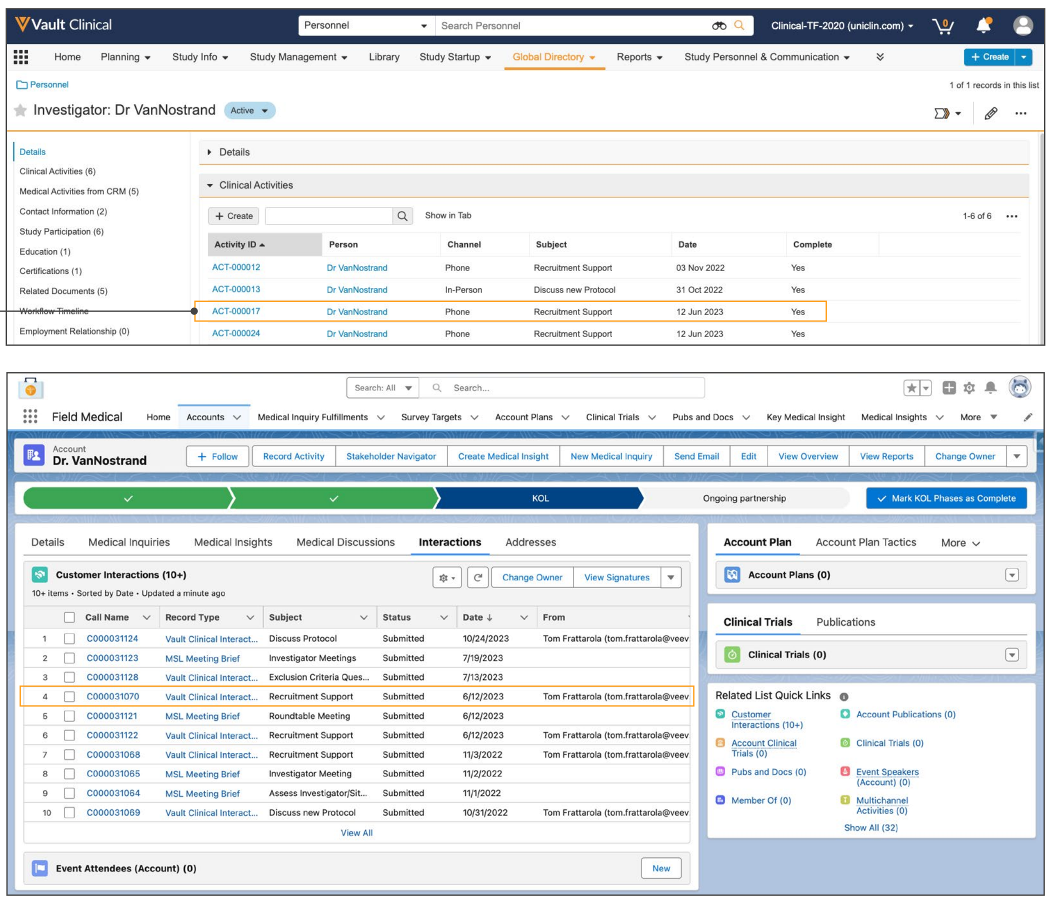
- **Optimize cross-functional coordination:** MSLs can share critical information on local clinical trends and patient needs, enabling data-driven decision-making by study teams.
- **Strengthen relationships with HCPs:** Streamline communications to improve engagement and identify future endorsement opportunities.
- **Improve study outcomes:** Ensure efficiency and success of trials by utilizing field medical's knowledge and relationships with HCPs to support enrollment.

How it Works

The Veeva Clinical Operations to Medical CRM Connection seamlessly passes records and updates between the two systems. Field mappings bridge the terminology differences between Veeva Clinical Operations and Vault CRM, such as persons and accounts.

Clinical Operations		Medical CRM
Activities	→←	Interactions
Study	→	Study
Study Site	→	Study Site

This means you can log activities for a certain study against a person and transfer those to CRM for complete transparency and alignment. Get visibility to the person, date of the interaction, communication channel (in-person, video, phone, chat/text, email, other), status (completed or planned), and who owns each record if additional support is needed.



See the **Veeva Clinical to Medical CRM Connector** in action.