Veeva Compass

Patient and Prescriber Data for Segmentation & Targeting

Veeva Compass supports biopharma commercialization by providing visibility into patient and healthcare professional activity in the U.S.

Modernizing Commercial Data

Compass is a modern alternative to legacy data products that gives you a more complete view of patients, HCPs, and the market. Industry-first data innovations help you commercialize with precision and efficiency.

- **Prescriptions and Procedures:** Includes retail and non-retail data providing a complete market view.
- **Unlimited Access:** The freedom to access all available data at any time, for any need unlocks deeper patient and HCP insights.
- **Licensed by the brand:** Simple, predictable licensing model that improves flexibility with no market basket requirements.

Veeva Compass Suite

Patient Data Products

- **Veeva Compass Patient** is anonymous patient longitudinal data (APLD), including dispensed prescriptions and procedures, and diagnoses.
- **Veeva Compass Pathway** is an add-on product to Compass Patient for accessing prescription claims lifecycle data, including rejected and reversed transactions.
- **Veeva Compass Data Connector** is an add-on product to Compass Patient for the privacy-safe linking of specialty pharmacy, lab results, and genomics with longitudinal patient claims data.

Compass Patient and Compass Pathway data covers 300M+ patients in the U.S., 4M+ healthcare providers and clinicians, 120B+ prescription and medical records, and 8+ years of longitudinal patient history.

Data attributes available in Compass Patient include product, diagnosis, procedure, patient demographic, payer, and provider dimensions.

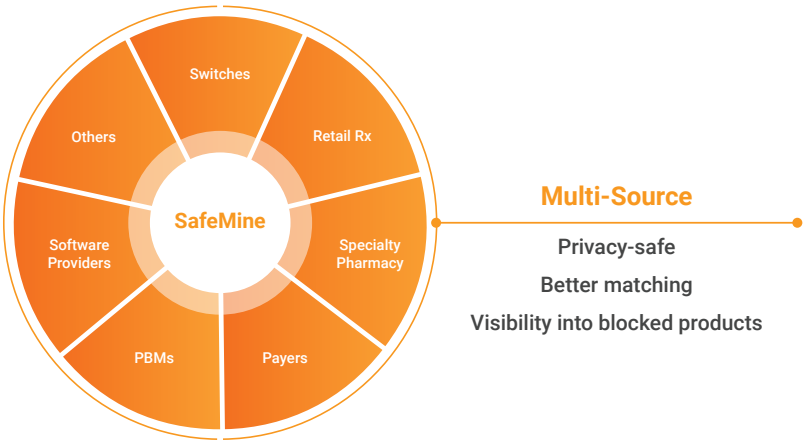
Projected Data Products

- **Veeva Compass Prescriber** is projected prescriptions and procedures at the HCP, HCO, and ZIP level for retail and non-retail products.
- **Veeva Compass National** is projected prescriptions and procedures at the state and national level for retail and non-retail products.

Compass projected data includes 2M+ providers, 4K+ brands, 3 years+ of the most recent transaction history. Compass National also provides a unique brand coverage metric that shows the percent actuals of projections to provide transparency and inform what projections are based upon.

Comprehensive, Patient-First Data Network

The Compass Data Network is foundational to the entire Compass Suite. It consists of a unique set of prescription and medical claims data that overlap to deliver more complete data – ideal for modern complex therapies.



Product Features

With Compass, customers can access what they need, when they need it via the Compass portal. Key features of the Compass portal across products include:

- **Querying and pulling data:** Compass Query Builder provides faster access to data. Users can log on to build, schedule, and send queries at any time. Query Builder also includes templates. Users can set up and manage templates for standard and routine queries to save time and ensure consistency.
- **Accessing and sharing data:** Each Compass product offers a variety of delivery options to help users download, pull, and share data files in a way that best suits the user's needs and technical capabilities.

Connected Software and Data

All Compass products are built on Veeva's common data architecture across software and data products to accelerate insights and increase efficiency. Products share a common definition for data attributes like brands, doctors, products, and interactions. This allows sales, medical, and marketing teams to work together in a coordinated, customer-centric, and compliant way.

Compass Patient is connected with Veeva CRM and Veeva Nitro. Compass Patient and Compass Prescriber are connected via Veeva IDs with Veeva OpenData, Veeva Link, and Veeva HCP Access.

Learn more about how Compass can help you accelerate commercialization.
Request more information at veeva.com/compass

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