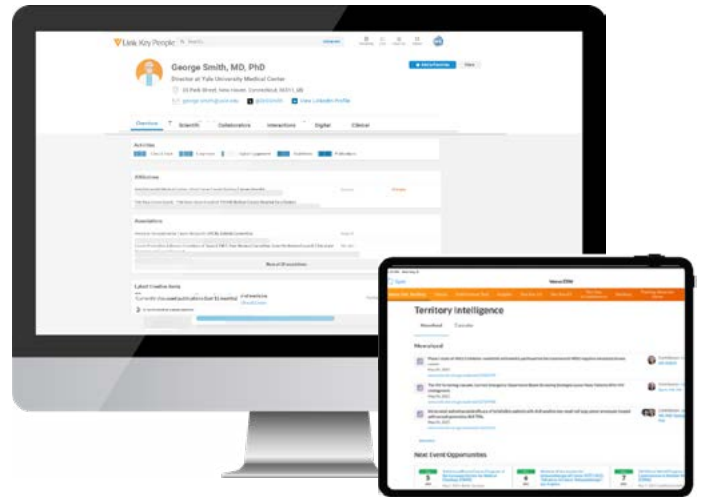


Essential customer insights

Veeva Link enables more relevant engagement with medical and scientific experts



What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they collaborate with, their patient mix, and even their social media activity. Veeva Link Key People brings all this information together in real time to power value-driven interactions.

Business Benefits

- **Find the right people** – identify and prioritize all relevant scientific, digital, and clinical leaders
- **Stay up to date** – keep track of their scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails
- **Personalize engagements** – find new opportunities to engage and leverage the most relevant talking points

The Industry is Moving to Link

15/20

top biopharmas
use Link Key People

9/20

top biopharmas
standardized across TAs

77%

of users report
better engagement

Why Link Key People?

Accuracy and depth of data

Machine learning combined with human curation ensures data you can trust.

Intuitive application

Veeva Link is easy to use by design to maximize usability and adoption.

Native integration

Seamless connection with Veeva products through our common data architecture.

Features

Deep data

- Data accuracy and coverage enabled by years of machine learning and validated by 2,000+ experienced data curators
- Insights across all therapeutic areas
- Data updated with high frequency

Unique datasets

- Unrivaled depth and breadth covering 650,000+ local and national congresses and 58,000+ associations
- Education summary including medical school, residency, and fellowships
- Career highlights and activity over the last 10 years reveal the experience, focus, and goals of KOLs
- Clinical leader scores using US claims summary data, powered by Veeva Compass

Global footprint

- Market insights tailored for each region across 90+ countries
- Data curators are native speakers, ensuring nothing is lost in translation
- Global, regional, and local congress and event information captured months ahead of time

Real-time intelligence and insights

- Network analysis feature visualizes connections between experts and associations
- In-depth congress insights, including full congress agendas, dates of sessions and contributions, and expert engagement suggestions
- Planned and completed KOL interactions from all customer Vault CRM orgs visualized in Link Key People profiles
- Interactive map to find and filter experts in your territory or a local area
- Current and past company sponsorships and collaborations

Seamless integration across Veeva products

- Real-time insights using account and territory views
- Tailored information and compliant data views in Vault CRM for both medical and commercial teams
- Link profiles can be visualized in Vault CRM Events Management for more informed speaker selection
- Common data architecture enables seamless connections with other Veeva products

Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Purchased data in compliance with all applicable privacy and data protection laws
- Meets highest security standards and GDPR requirements
- Operates according to ISO quality standards (27001:2013, 27017:2015, 27018:2019 certified) with regular audits and penetration tests
- Low impact on IT and administrative resources



Link Mobile App

Search and view Link Key People profiles on-the-go with the Link mobile app.

Insights on Key People

Identify recognized and emerging experts and gain a more nuanced understanding of the therapeutic area ecosystem including:

Dieticians	Nurse Practitioners	Pharmacists	Respiratory Therapists
Industry Officials	Nurses	Physical Therapists	Speech Therapists
Medical Physicists	Occupational Therapists	Physician Assistants	Technicians/ Technologists
Mental Health Therapists	Optometrists	Physicians	
Non-Physician Researchers	Patient Advocates	Researchers	