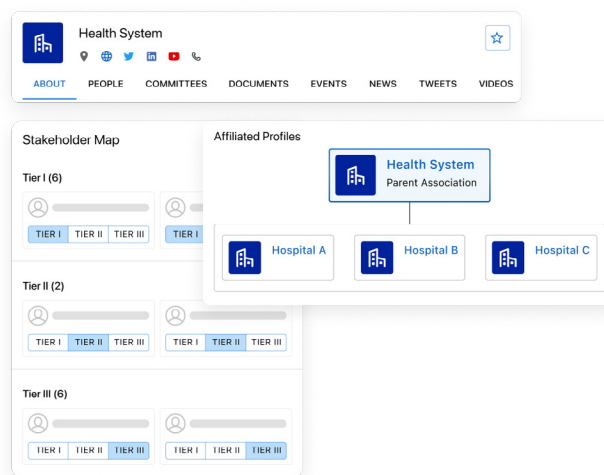


# Veeva Link

## Key Accounts

## Deep Data for Key Account Management

Spend less time on research and more time building customer relationships.



How much time does it take to truly understand your accounts? With Veeva Link Key Accounts, you can quickly find decision makers, stay up to date with accounts, and save time on research. This frees up account managers to focus on what truly matters – building relationships that drive mutual success.

## Business Benefits

- **Find new decision makers** – Identify the stakeholders driving formulary and reimbursement decisions to gain formulary and protocol access.
- **Stay up to date** – Receive personalized updates on the latest account events, documents, and digital content, so you can proactively engage.
- **More time with customers** - Spend less time on tedious account research and more time deepening account relationships.

## Account Insights

Link Key Accounts streamlines research by providing a single, trusted source of deep account data.



### Account types

- Health systems / IDNs
- Hospitals
- Physician networks
- Payors



### People

- P&T committees
- Executives
- Pharmacy leaders
- Medical directors
- Department leaders



### Account profiles

- Documents (medical policies, institutional guidelines, utilization management, etc.)
- Quality measures (CMS)
- Affiliated accounts
- Medical metrics
- Business metrics
- People connections



### Real-time intelligence

- News
- Events
- Social media
- Videos
- Scientific activities



### Personalized updates

- Grow your network
- Stay up-to-date on your accounts

# Deepen Account Relationships

## Top Features

### Deeply curated account profiles

Access up-to-date, comprehensive profiles validated by hundreds of data curators.

### Relevant account stakeholders

Find new decision makers and influencers within accounts. Get introduced to new stakeholders through mutual connections you discover.

### Comprehensive account documents

View the latest documents (scientific, formulary, guidelines, strategy, organizational, and financial) in one place.

### Recent digital activity

See the latest social posts and video content from your key accounts and relevant stakeholders.

### Latest events

Track and view account-related congresses, local workshops, and webinars.

### Personalized newsfeed and alerts

Build a list of favorite accounts and decision makers to receive timely notifications on their latest activities.

### Seamless integration with Vault CRM

Enhance the user experience with account insights shown in Vault CRM MyInsights. Data is embedded in the CRM account record and account plan.

### Data science files

Consume Link data in custom applications and enrich your existing data for prescriptive analytics.

### Secure, rigorous compliance

Stay compliant with data that meets the highest security standards and GDPR requirements. Veeva Link uses publicly available data sources and carefully controls data access.

