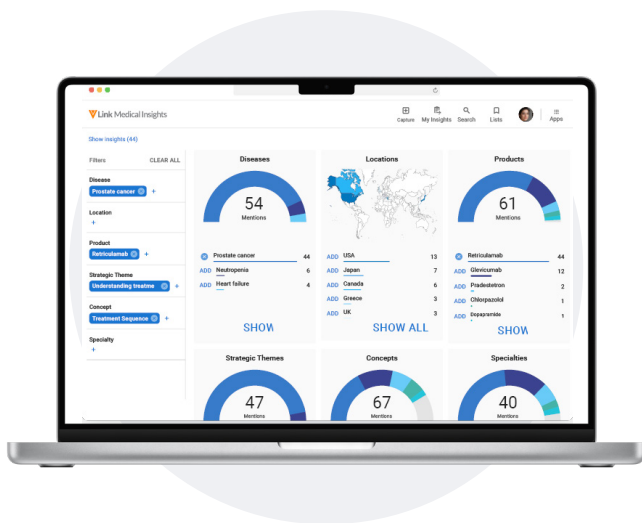


# Accelerate insights from capture to action




Insights are the currency of medical affairs. However, the current approach to insights can be slow and fragmented, resulting in missed opportunities and wasted time.


Link Medical Insights streamlines the end-to-end process—from capture to action. It is a combination of software and services for medical affairs teams to easily capture medical insights in compliant free text, extract medical themes, and share those themes and related insights with relevant medical, clinical, and commercial stakeholders.


Veeva uses AI and human curation to tag and categorize insights for easy analysis and to generate themes. Themes are refined and approved by medical leadership before further sharing.

Users access the application via a direct login or via a link in CRM.

## Business Benefits

 **Get faster Insights**  
Get insights in hours rather than months, allowing you to quickly identify and respond to emerging trends.

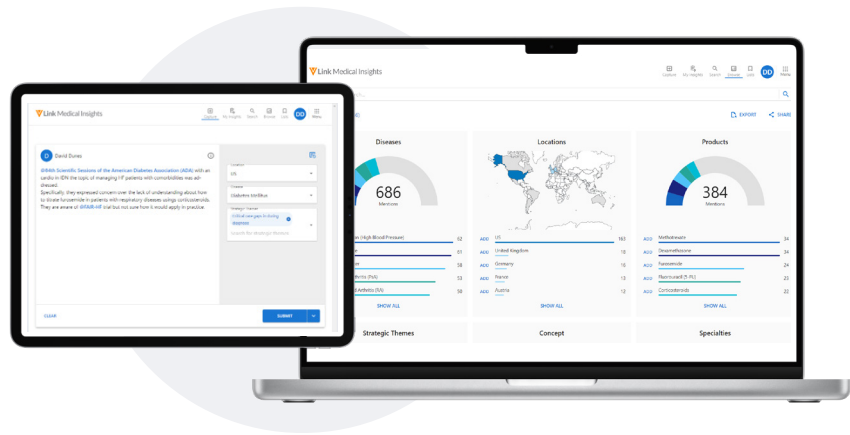
 **Uncover medical themes**  
Identify patterns across insights to gain a deeper understanding of emerging topics and inform decision-making.

 **Inform the relevant people**  
Easily share insights and medical themes with relevant stakeholders across the enterprise.

## Accelerated Access to More Insights



# Features



## Fast, easy insight capture

- Free-text entry via web, mobile, or tablet
- Integrated via a link in CRM
- Ability to label KOLs, congresses, and trials

## Next-generation insight tagging

- AI-tagging to enrich free text with proprietary metadata from the Veeva Link Suite
- Comprehensive coverage across domains including diseases, specialties, products, and concepts
- Combination of AI and expert human review to ensure quality and accuracy of tagging

## Connected insights

- Harmonized data provides a complete picture for medical, clinical, and commercial stakeholders
- Data from multiple CRM orgs and non-CRM users centralized in one location
- Visibility to the utilization of submitted insights, closing the loop for MSLs
- Complete data access via API

## Simplified insights analysis

- AI-driven identification of medical themes
- Dynamic dashboard provides an organizational view across diseases, locations, products, strategic themes, concepts, and specialties
- Rich filtering to customize reports and analysis to individual needs across 10 categories for easy segmentation of data
- Automated clustering of insights (based on metadata) reduces the need for manual analysis
- AI summaries of insight lists

## Instant, targeted dissemination

- Custom insight list creation
- Sharing of individual insights or lists to accelerate action within your organization
- Robust security with only licensed users able to see the insights
- Ability to extract all data
- Notifications to move from 'pull' to 'push' motion