

Veeva

# COMMERCIAL DATA & ANALYTICS INNOVATION FORUM

November 7th, 2024

Veeva's Commercial Data & Analytics Innovation Forum brought biopharma leaders across the industry together to discuss a range of topics, including the healthcare data landscape, the latest trends around data networks and access, and how the industry is executing on key use-cases like patient triggers and uncovering complex patient pathways.



**Thank you for joining  
our Data & Analytics  
Community!**

Attendees included data, analytics, omnichannel and field planning leaders from Top 20 biopharma and emerging life sciences organizations

During our keynote and customer roundtable featuring senior leaders from top 20 biopharmas, we discussed where digital and data is having the most impact, near-term use cases where AI should be a priority, how to leverage analytics into scalable decision making and where we see the commercial data market going.

## Key takeaways:

- Data is having a big impact on transforming commercial objectives within personalization and customer experience
- Data generation or acquisition needs to be aligned with organizational objectives (commercial data governance councils can help balance business impact, value and risk) - also be mindful of ROD (economic return on data)
- As therapies become more complex, teams need to experiment with new approaches, and with pilots the goal is to fail fast and generate learnings
- AI is useless without data, however data needs to be fixed prior to executing any key AI use-cases

Veeva's solution consulting and analytics business consulting leaders discussed how segmentation and targeting, while a constant in commercial analytics, has a backdrop that is changing and requires multi-dimensional models as well as a need to connect segmentation to strategy. Attendees brought up the fact that while organizations claim to want to do different things given the increasing complexity of patient pathways, most are still taking a volume-based approach with segmentation and targeting. Relying on what's been done in the past and expecting it to be successful is suboptimal with new industry approaches warranted and actions needing to match strategy.

To close the day out, Veeva's business consulting team shared how the industry is moving from legacy next best action toward data-driven suggestions. The importance of relevant and actionable suggestions for a field team can't be stressed enough, with the success of alerts often tied to integration within existing workflows and the ability to be flexible based on business needs. The group discussed how field adoption is challenging given that a number of sales leaders hit their quota but aren't inherently digital and don't like leveraging all the tools at their disposal.

## Segmentation & Targeting is a Constant

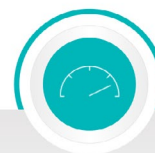
The objective is to prioritize who, when, and how our teams engage with customers



Who are my most important HCPs and Accounts?



Where am I likely to change behavior?



How do I make the best use of my and my customer's time?



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## Specific, action-oriented suggestions are critical to today's field reps



Complex Selling Models

Requires Integrated Workflow



Large Data Assets

Clear Decision Making



Scale & Efficiency

Change Management



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## Veeva Compass Suite

Veeva Compass is a complete suite of modern commercial data products for today's complex therapies. It supports biopharma commercialization by providing visibility into patient and provider activity within the U.S. healthcare ecosystem.

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