

Product Sheets

VEEVA DATA CLOUD BASICS

OpenData

OpenData US

OpenData Email US

Compass

Compass Patient

Compass Pathway

Compass Prescriber

Compass National

HCP Access

PRODUCT SHEET

Veeva OpenData

OpenData is the foundation for commercial data. It is reference data on healthcare professionals (HCPs), healthcare organizations (HCOs), and their affiliations. It is used in CRM, analytics, and data warehouses.

OpenData has a global data model following Veeva's Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Veeva OpenData and Veeva OpenData Email, as a part of Veeva Data Cloud Basics, are for use in analytics, and not to be loaded into pharmaceutical CRM systems.

OpenData US provides HCP and HCO reference and compliance data for the US.

OpenData Email US provides verified email addresses for the US.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
OpenData US	2015	Mature	100+
OpenData Email US	2017	Mature	100+

PRODUCT SHEET

OpenData US

OpenData US is reference data on HCPs, HCOs, and their affiliations in the US. It covers 12 million HCPs and 2 million HCOs. It is used in CRM, analytics, and data warehouses.

OpenData provides 100+ critical attributes about HCPs and HCOs. These include Veeva ID, name, address, phone, NPI, specialties, license information and sample eligibility.

Affiliations describe the relationships between HCPs and HCOs, as well as the hierarchy of HCOs. They are derived from proprietary claims data, user feedback, and research from human and agentic curators. The data is proactively updated and customer change requests are fully processed within 24 hours.

OpenData has a global data model following standards set by the Common Data Architecture for Life Sciences™ to simplify software and data integrations.

Data is provisioned via a productized integration with Vault CRM, Veeva CRM, Veeva Network MDM, APIs, data files, or OpenData Live web application.

Customers licensing OpenData US receive complete data access.

Announced	2015
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	100+
Platform	Application-specific
Integrations	Connected via Veeva IDs with Link, Compass, HCP 360, OpenData Clinical

PRODUCT SHEET

OpenData Email US

OpenData Email US provides verified email addresses for healthcare professionals (HCPs) and healthcare business professionals (HBPs) in the US. Field and marketing teams use OpenData Email to expand reach and improve digital engagement.

OpenData Email US contains Veeva ID, NPI, and up to 5 ranked email addresses for each professional and is delivered via direct integration with Veeva Network MDM or by flat file.

Customers licensing OpenData Email US receive complete data access.

Announced	2017
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	100+
Platform	Application-specific
Integrations	Connected via Veeva IDs with OpenData, Link, Compass, HCP 360

PRODUCT SHEET

Veeva Compass

Performance Data for Today's Complex Therapies

Veeva Compass supports biopharma commercialization by providing visibility into patient and HCP activity within the U.S. healthcare ecosystem.

Compass Patient is anonymous patient longitudinal data (APLD), including dispensed prescriptions, procedures, and diagnoses, for the U.S. market.

Compass Pathway is an add-on product to Compass Patient for prescription (Rx) claims lifecycle data, including reversed and rejected transactions, for the U.S. market.

Compass Prescriber is projected prescriptions and procedures at the HCP, HCO and ZIP level for retail and non-retail products. It covers 4,000 brands for the U.S. market.

Compass National is projected prescriptions and procedures at the state and national level for retail and non-retail products. It covers more than 4,000 brands for the U.S. market.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Compass Patient	2020	Mature	51–100
Veeva Compass Pathway	2023	Early	11–50
Veeva Compass Prescriber	2023	Early	11–50
Veeva Compass National	2023	Early	11–50

PRODUCT SHEET

Compass Patient

Compass Patient is anonymous patient longitudinal data (APLD) for the U.S. market, including dispensed prescriptions, procedures, and diagnoses. It can be used for commercial operations and analytics activities such as finding new patients, patient journey, patient analytics, market sizing, as well as business development.

Data is sourced from open and closed source claims such as clearinghouses, switches, retail pharmacies, specialty pharmacies, payers, PBMs, and other sources.

Compass Patient is licensed by the brand and includes unlimited data access.

Announced	2020
Status	Mature
Customer type	Enterprise Pharma, Biotech
Customers	51–100
Platform	Veeva Data Platform
Integrations	Connected with CRM, Nitro Connected via Veeva IDs with OpenData, Link, HCP Access

PRODUCT SHEET

Compass Pathway

Compass Pathway is an add-on product to Compass Patient for prescription Rx claims lifecycle data, including reversed and rejected transactions, for the U.S. market. It can be used for commercial operations and strategy, such as market access, segmentation, targeting, and patient support.

Data is sourced from open and closed sources. It is a modern data product designed and built for today's complex therapies.

Compass Pathway is licensed by the brand and includes unlimited data access.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Veeva Data Platform
Integrations	Connected with Compass Patient Connected via Veeva IDs with OpenData, Link, HCP Access

PRODUCT SHEET

Compass Prescriber

Compass Prescriber is projected prescriptions and procedures at the HCP, HCO, and ZIP level for retail and non-retail products. It covers 4,000 brands for the U.S. market.

Compass Prescriber can be used for commercial operations such as segmentation, targeting, field force sizing, and incentive compensation. It is a modern data product designed to provide a more complete view of a market where medicine is no longer distributed solely through the retail channel.

Compass Prescriber is licensed by the brand and includes unlimited data access.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Veeva Data Platform
Integrations	Connected with CRM, Nitro Connected with Veeva IDs with OpenData, Link, HCP Access

PRODUCT SHEET

Compass National

Compass National is projected prescriptions and procedures at the state and national level for retail and non-retail products. It covers 4,000 brands, including branded and generic medicines for the U.S. market.

Compass National can be used for commercial strategy and operations, such as forecasting and market share tracking. It is a modern data product designed to provide a more complete view of a market where medicine is no longer distributed solely through the retail channel.

Compass National is licensed by the brand and includes unlimited data access.

Announced	2023
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	11–50
Platform	Veeva Data Platform
Integrations	Connected with CRM, Nitro, HCP Access

PRODUCT SHEET

Veeva HCP Access

HCP Access delivers quarterly HCP access metrics created from systems data in Vault CRM and Veeva CRM. It helps commercial and analytics teams improve segmentation and targeting to drive sales uplift.

To protect privacy, metrics are reported as averages for “bricks” of five HCPs with similar access. For each HCP, the brick average is reported across five metrics: calls, video calls, sent emails, opened emails, and number of companies with access.

HCP Access is licensed by region and includes national, specialty and brick HCP level data.

Announced	2025
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	1–10
Platform	HCP Access
Integrations	Connected via Veeva IDs with OpenData, Link, Compass