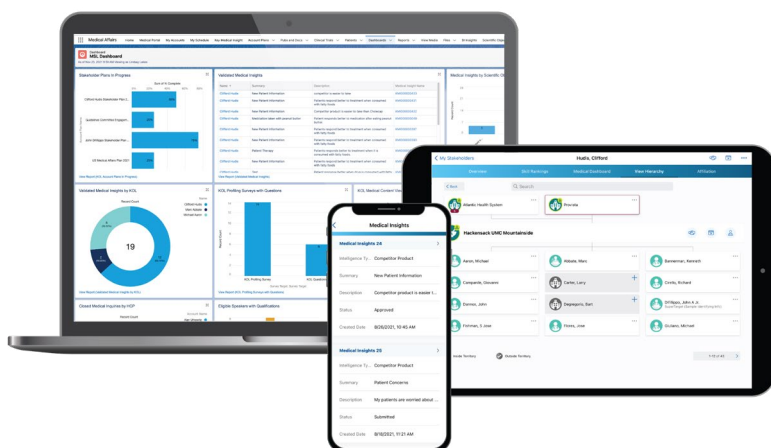# Veeva Medical CRM

Foster scientific exchange for the era of precision medicine.

Built specifically for medical affairs, Veeva Medical CRM drives informed scientific engagements and deeper, more trusted stakeholder relationships. It provides in-depth expert views, enabling medical science liaisons to deliver relevant information in the HCP's preferred channel.

Profiles are tailored specifically for field medical teams, including delivering information on key activities and events, channel preferences, clinical interests, and affiliations. Medical affairs teams also gain compliant visibility to sales and marketing interactions to allow orchestrated planning, without the need to use a generic third-party application.

STRATEGIC ENGAGEMENT

SHARE CONTENT

ACTIONABLE INSIGHTS

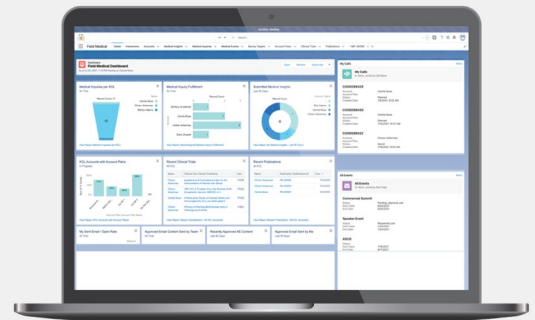**INFORMED COLLABORATION**

Benefits

- **Strategic engagement:** Coordinate, execute, and track engagement with scientific experts and other stakeholders.

- **Streamline content dissemination:** Easily communicate scientific and medical information to drive high-value interactions.

- **Actionable insights:** Get an in-depth understanding of emerging scientific opportunities by capturing and analyzing insights directly from the field.

- **Informed collaboration:** Plan and align strategies with commercial teams to compliantly engage stakeholders and decision-makers.

Features

Scientific Stakeholder Planning and Engagement

Create meaningful interactions by planning, executing, and tracking engagement across channels.

- Pre-built, role-based app tailored for MSLs
- Identify and prioritize KOLs and plan engagement through integration with Veeva Link Key People and Veeva Link Workflows
- Integrated multichannel engagement with Veeva CRM Approved Email, Veeva CRM Engage, and Veeva CRM Events Management.

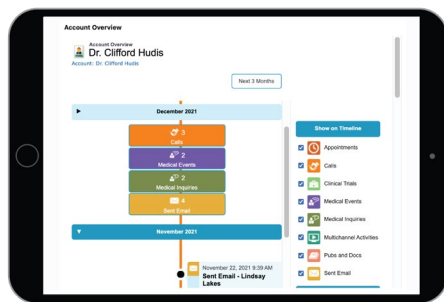## Streamlined Content for Informed Scientific Engagement

Easily communicate scientific and medical information to drive high-value interactions.

- Access and present scientific, version-controlled content through Veeva CLM
- Automatically record content shared and HCP sentiment, eliminating administrative burden
- Deliver scientific evidence with integration to Veeva Vault MedComms

Gather Actionable Key Medical Insights

Share new information and perspectives from key stakeholders to better inform product strategy.

- Capture structured and automated insights as well as free text notes and learnings
- Quickly and accurately capture information across devices including iPad, phone, laptop
- Pre-built data visualizations through Veeva CRM MyInsights or analyze across the organization with Link for Medical Insights

Compliant Medical and Commercial Collaboration

Coordinate planning and alignment with commercial counterparts to drive cohesive strategies.

- Built in control and compliance
- Timeline view of activity between commercial and medical teams
- Company-defined configuration