

**veeva OpenData**

**OpenData Europe  
Enhancements 22R3**

December 2022

**veeva**

# Timeline

22R3 Pre-Release  
Video

22R3 Production  
Release

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16  
DEC

19  
DEC



# Important Disclosures

The following is intended to outline Veeva's general product direction. It is intended for informational purposes only and does not form part of any contract. It is not a commitment to deliver any specific functionality and it should not be relied upon in making purchasing decisions. Features and functions described in this document will be released commercially only when and if they become available. The development, release, and timing of the features or functionality of Veeva's products remains at the sole discretion of Veeva.

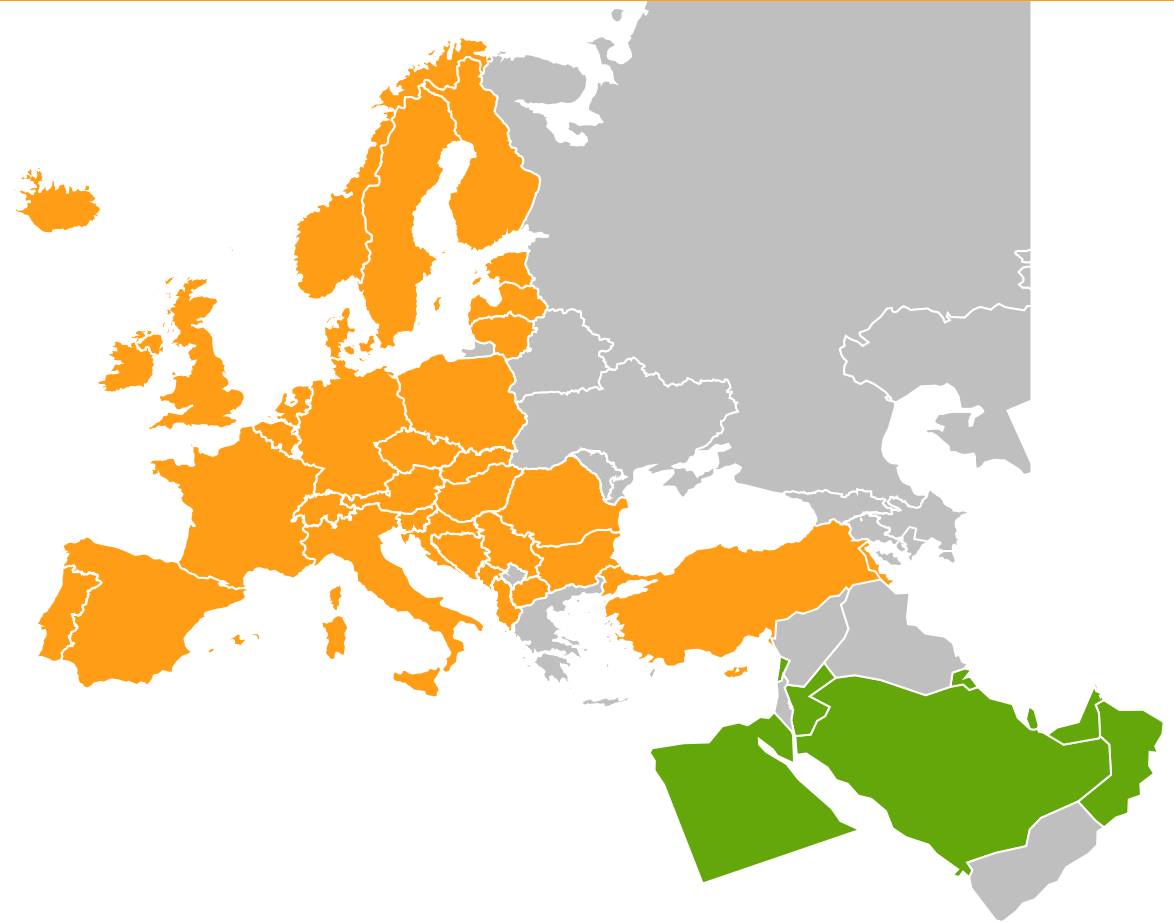


# Middle East Expansion

- Adding **9 new countries** to OpenData Europe
  - Bahrain
  - Egypt
  - Jordan
  - Kuwait
  - Lebanon
  - Oman
  - Qatar
  - Saudi Arabia
  - United Arab Emirates

**Please note:**

- \*) Lebanon will only be commercially available in Q1, 2023
- \*\*) The availability of the Saudi Arabia database is subject to change due to current legal developments in the applicable law.



# What We Mean by Public Claims Data

Publicly-verified data sources

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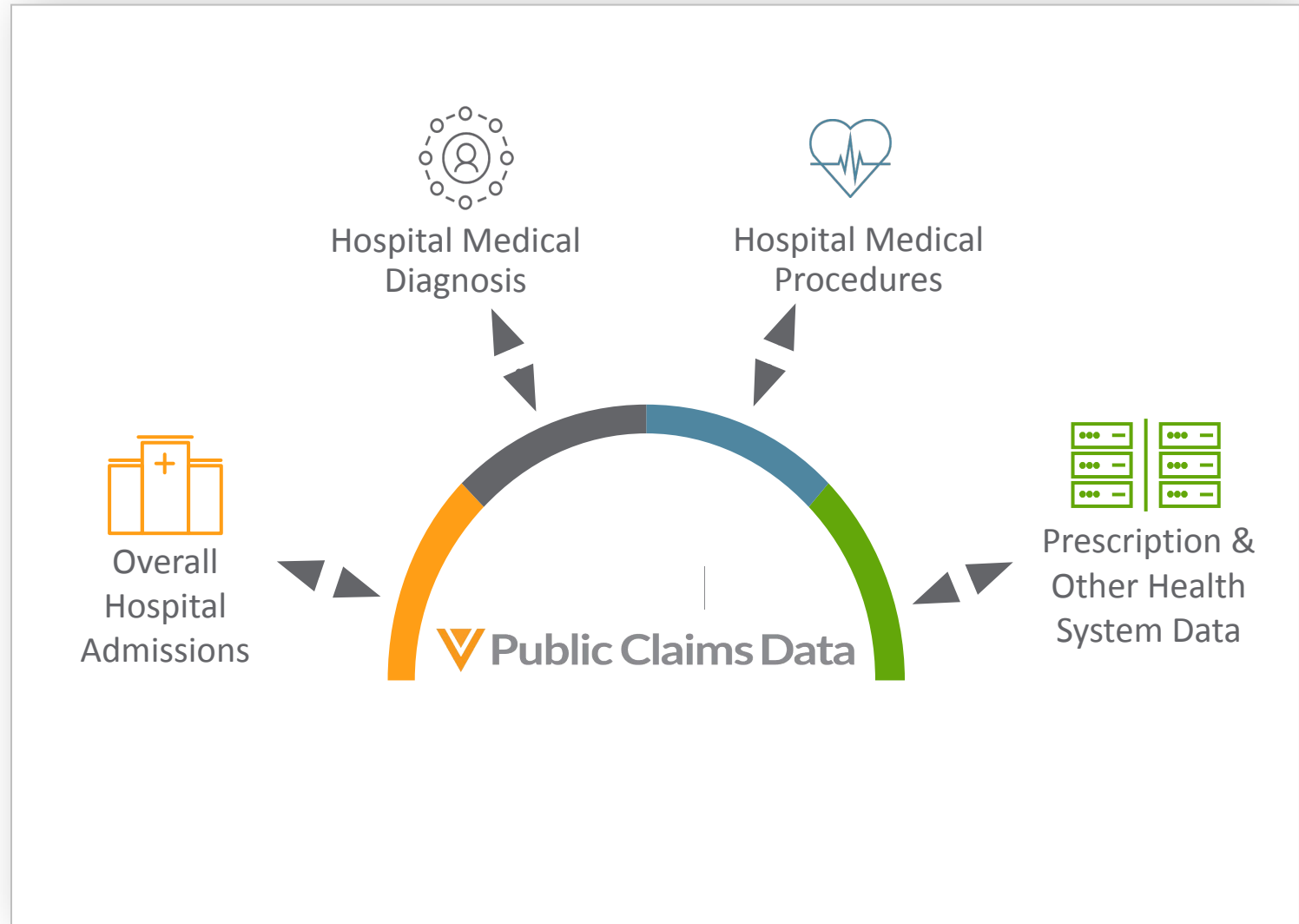
Disease-specific data

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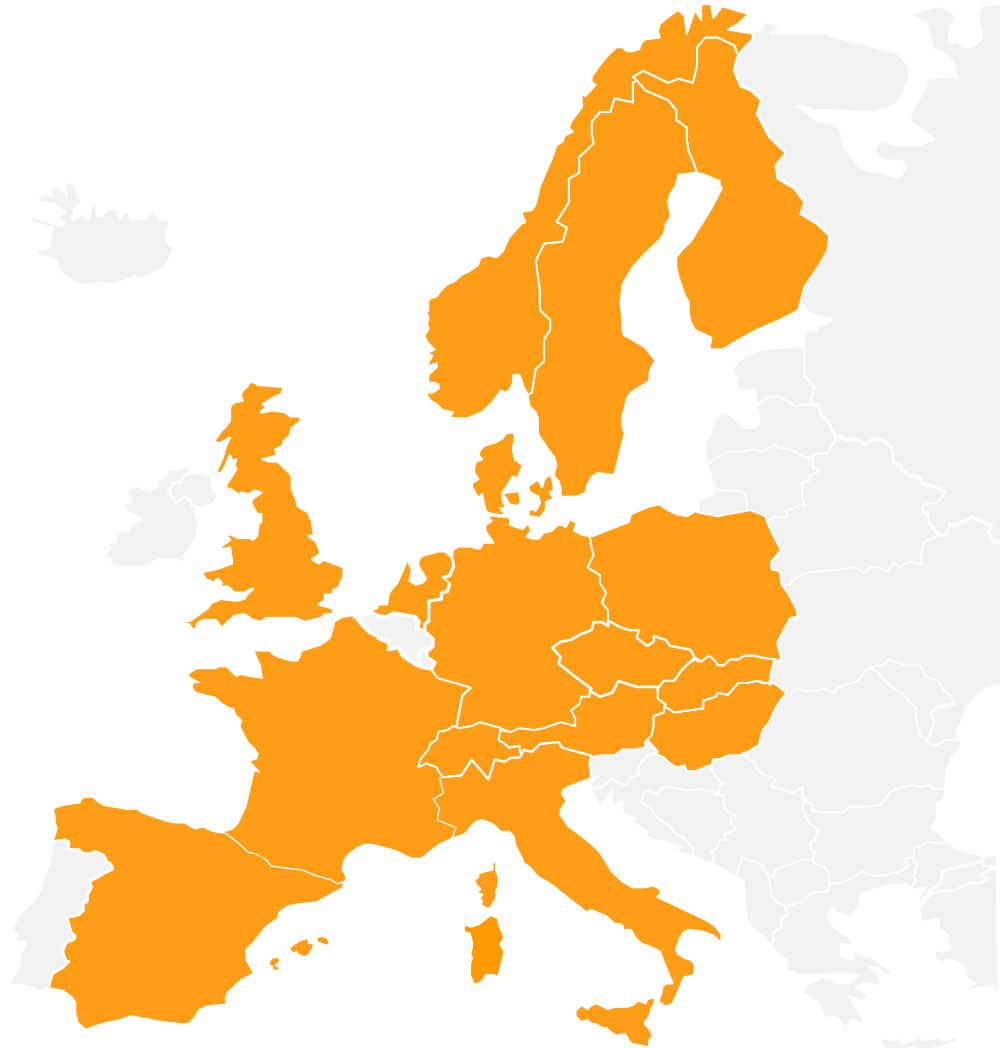
At the source of treatment journey

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Targeted insights for commercial analytics



# Public Claims Data: Status and Roadmap



 Country available in early adopter package

## 22R3

- Addition of CZ, HU, PL, SK claims datasets in offering: available in total 16 countries across Europe
- Integration with OpenData for HCO and HCP relevant information for EU5 (DE, ES, FR, IT, UK) and Netherlands
- Sign up for Public Claims Data ELA (Enterprise License Agreement) which includes:
  - Access to unlimited claims data reports for selected countries
  - Access to specific diagnoses (e.g. ICD-10) and procedures (e.g. OPCS-4)
  - Match to Veeva OpenData ID (VID) for all claims relevant HCOs
  - Delivery as per customer requirements and format (xls, csv, etc.)



# Email Data

Cultivate untapped channels with HCP emails



Appended to HCP profile at no additional cost for ELA customers

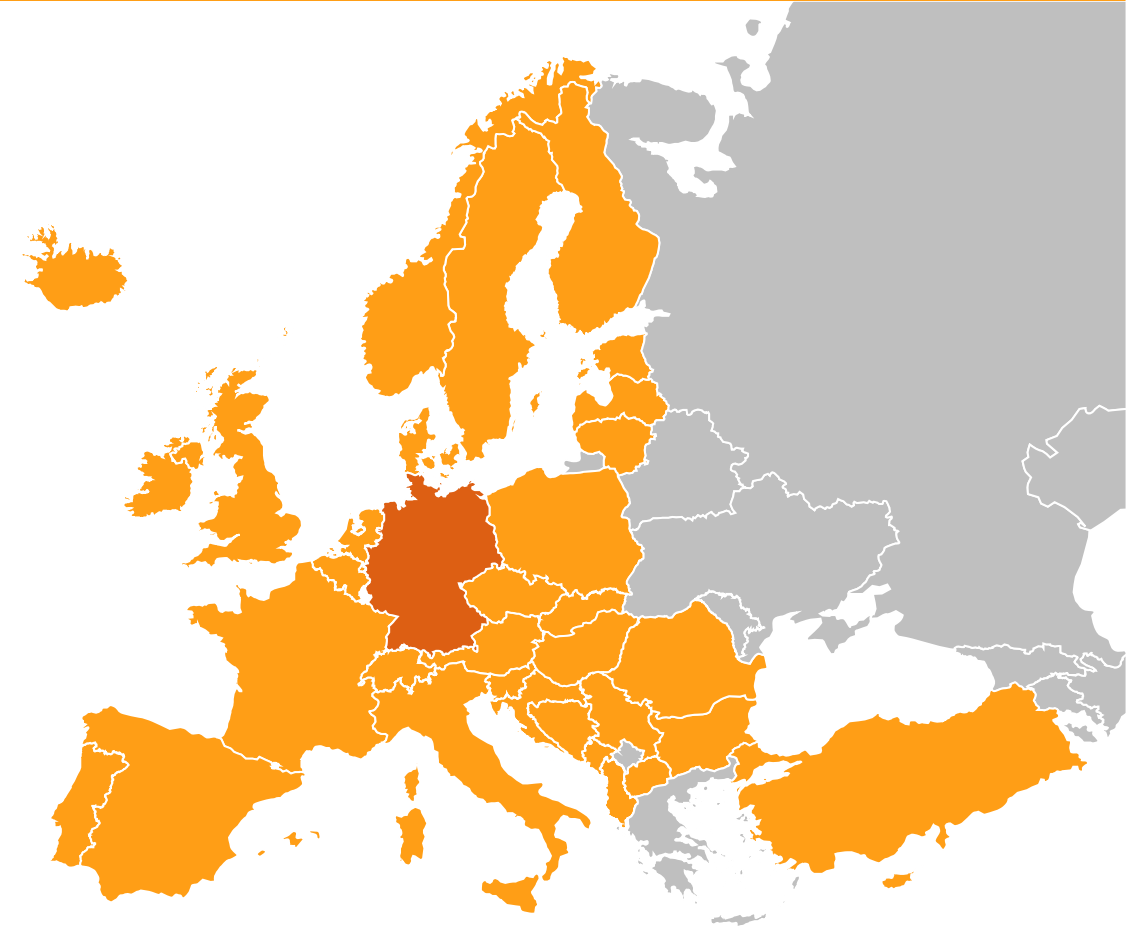
Multiple validation steps (no hard bounces)

Consent preferences linked to HCP and secured through Approved Email

New countries in 22R3: Belgium, Bulgaria, Luxembourg, Netherlands, Portugal, Turkey

# Germany

- Added **owner information** for practices and pharmacies across all HCP types (+35,000 owners identified)
- **Extensive update of whole pharmacies ecosystem**, increasing counts for pharmacy technicians (>4,000) and business assistants (>1,000)





# France

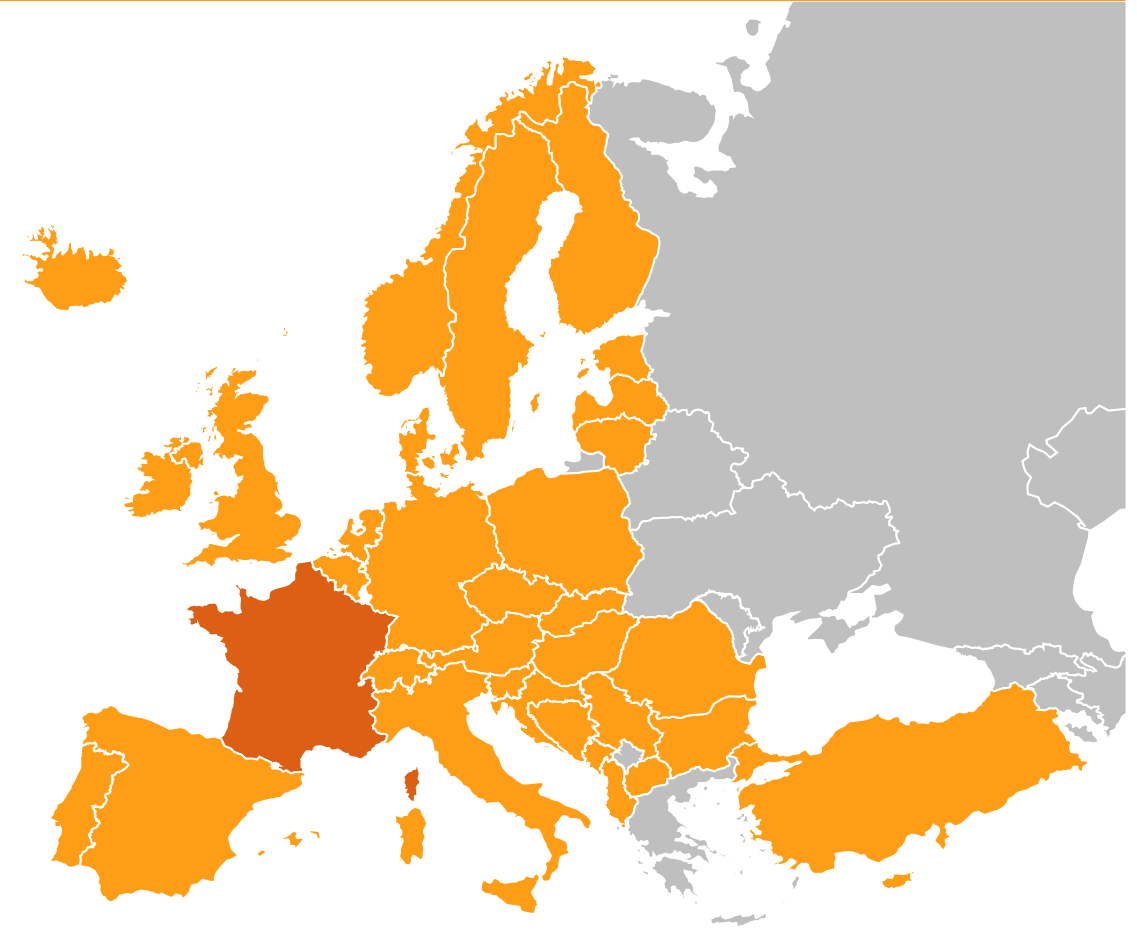
- Validation of **GPs** in primary care having an **internship supervisor accreditation**

The screenshot shows a profile page for Dr. Barbara Cornet, a General Practitioner (GP) in France. The page is divided into several sections:

- Primary Information:** Includes fields for Name, Address, Contact Information, Educational Information, Personal Information, Custom Fields, Recent Information, and Licenses.
- HCP Type:** Set to "Doctor".
- Professional Activity Mode:** Set to "Private activity".
- Gender:** Set to "Female".
- Specialty principal:** Set to "General Practice".
- Convention Status:** Set to "Sector 1 without care agreement".
- Board State:** Set to "Valid".
- Professional Title:** Set to "General Practitioner".
- Medical ID:** 1215810879218091.
- Private Country:** France.
- HCP Grade:** Certified supervisor practitioner (highlighted with an orange box).
- Preferred Language:** French.
- Status:** Active.

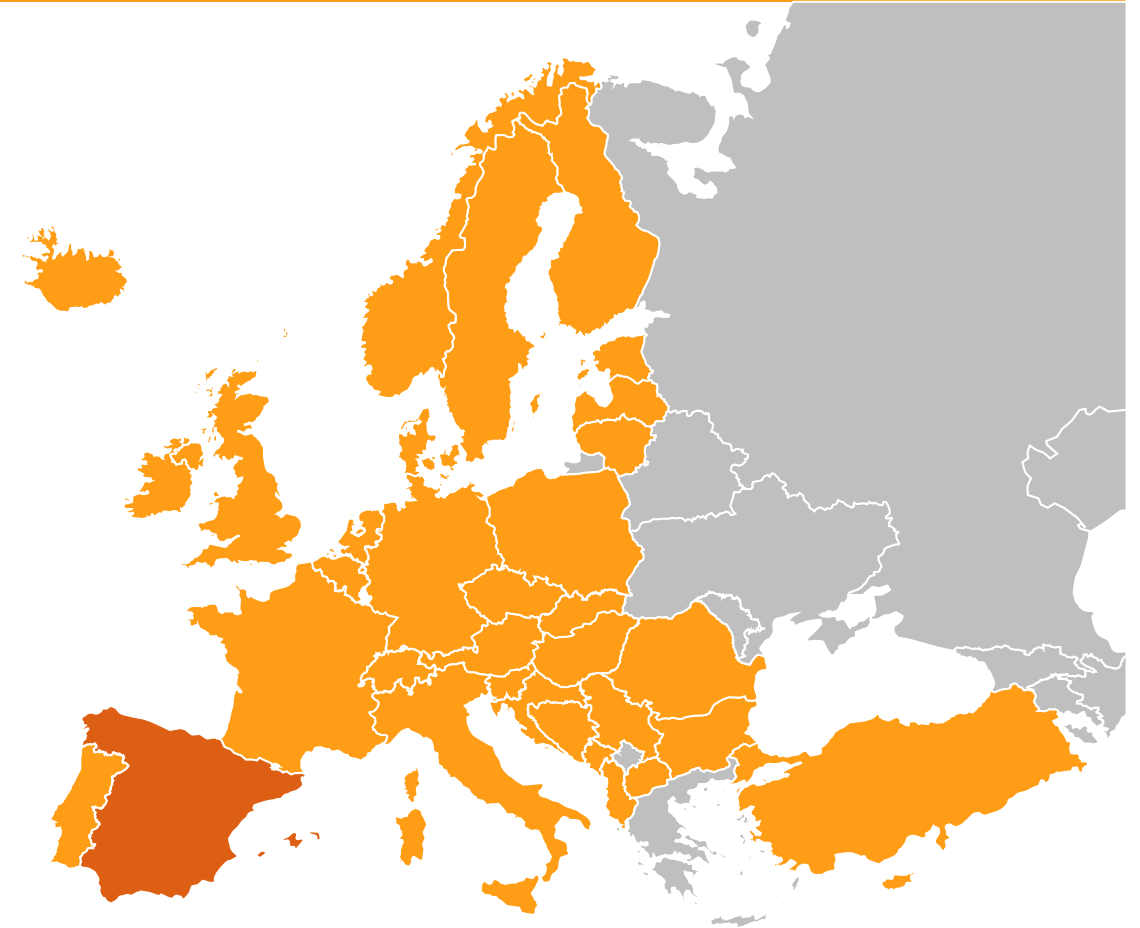
Below the main profile, there is a section for "Parent Affiliations (1 actif)" which lists the "MSP de Saint-Etienne-du-Rouvray" with its address and contact information.

- Proactive validation of the yearly new **medical residents**
- Automated process to qualify the **new junior doctors**



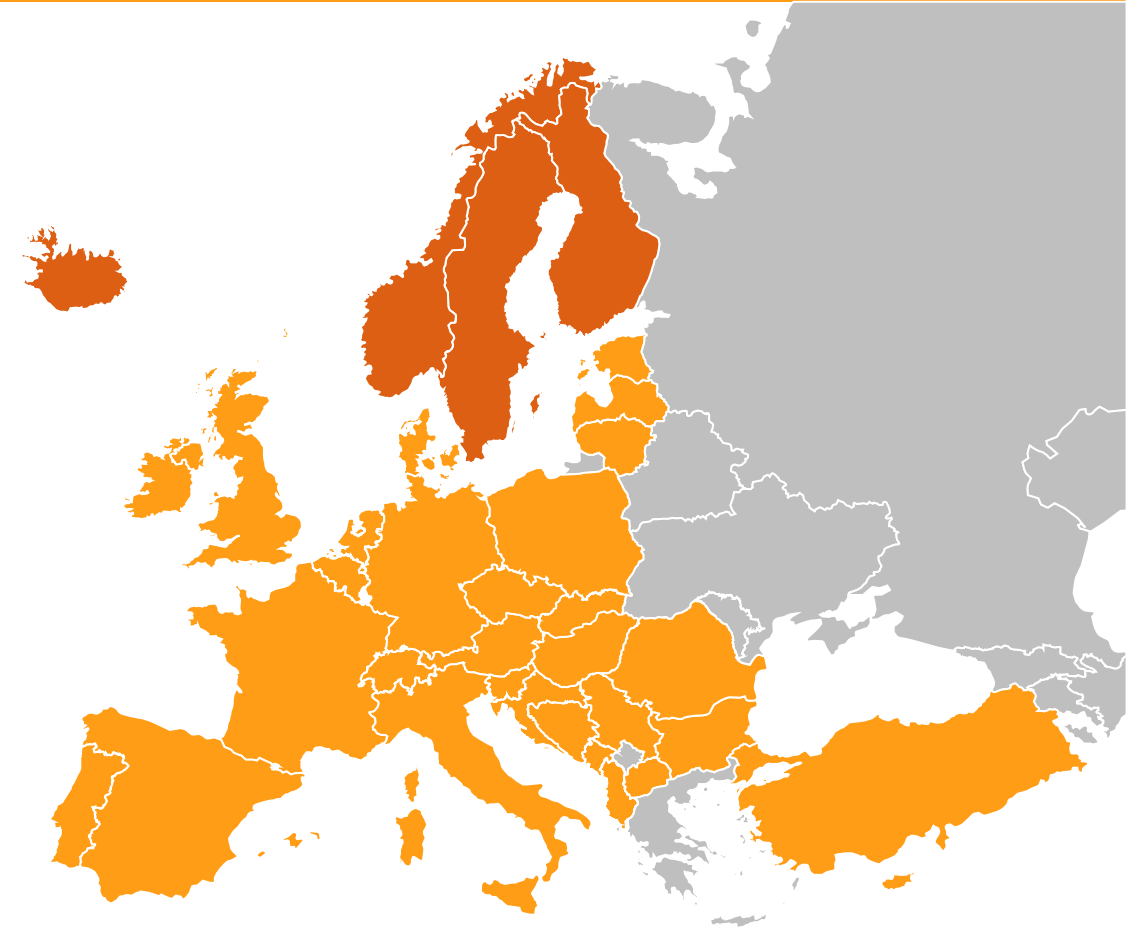
# Spain

- Increase of **Tax ID** across all HCO types, specifically for Pharmacies
- Continuity of the global **e-mail expansion** plan
- Proactive validation and increase in the population of **Residents**



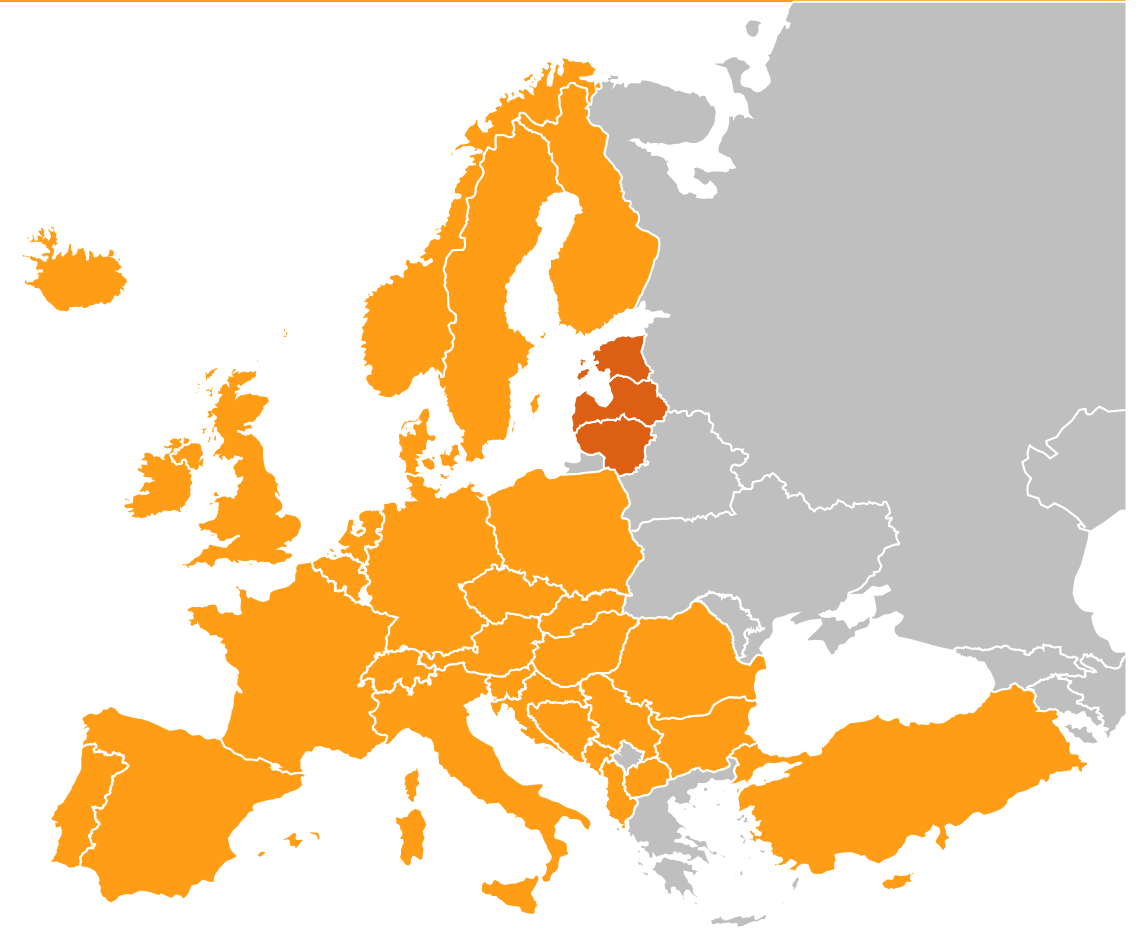
# Nordics

- DK: Collection of **Specialist Nurses**
- DK: Access to the entire **healthcare system of Faroe Island & Greenland**
- IS: collection of **Nutrition/Food Science** population
- FI: Proactive update & review of the changing hierarchical structure of the **Finnish Healthcare System**



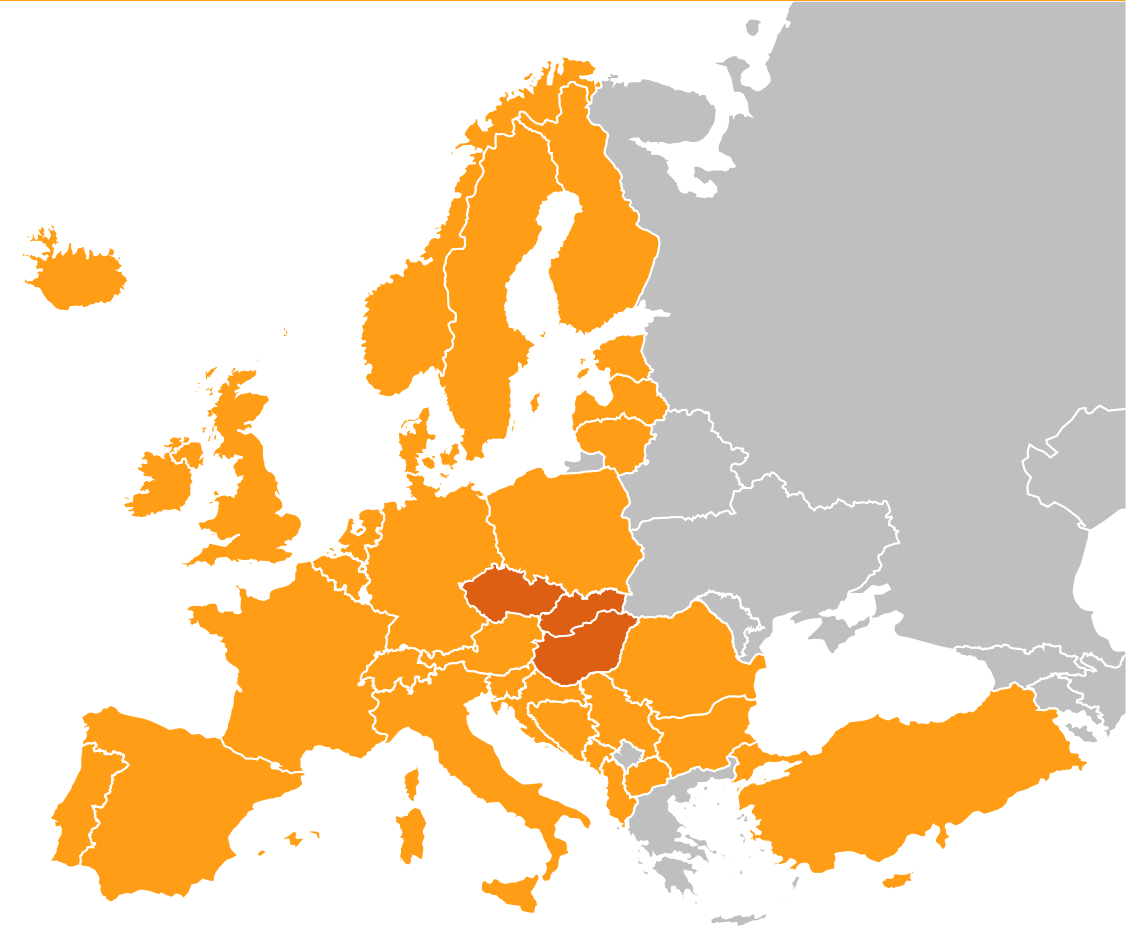
# Baltics

- Data collection to reach full coverage of the **core population** in all three countries, e.g.,
  - Medical doctors
  - Key HCOs



# Central Eastern Europe


- **Extensive update of whole pharmacies ecosystem, towards:**
  - Slovakia
  - Czech Republic
  - Plus, the team collected pharmacy technicians in Hungary
- **Introduction of market access field within the pharmacies ecosystem, purchasing officers and financial managers towards:**
  - Hungary
  - Slovakia
  - Czech Republic



# Market Access - Austria, Switzerland, Poland, Bulgaria

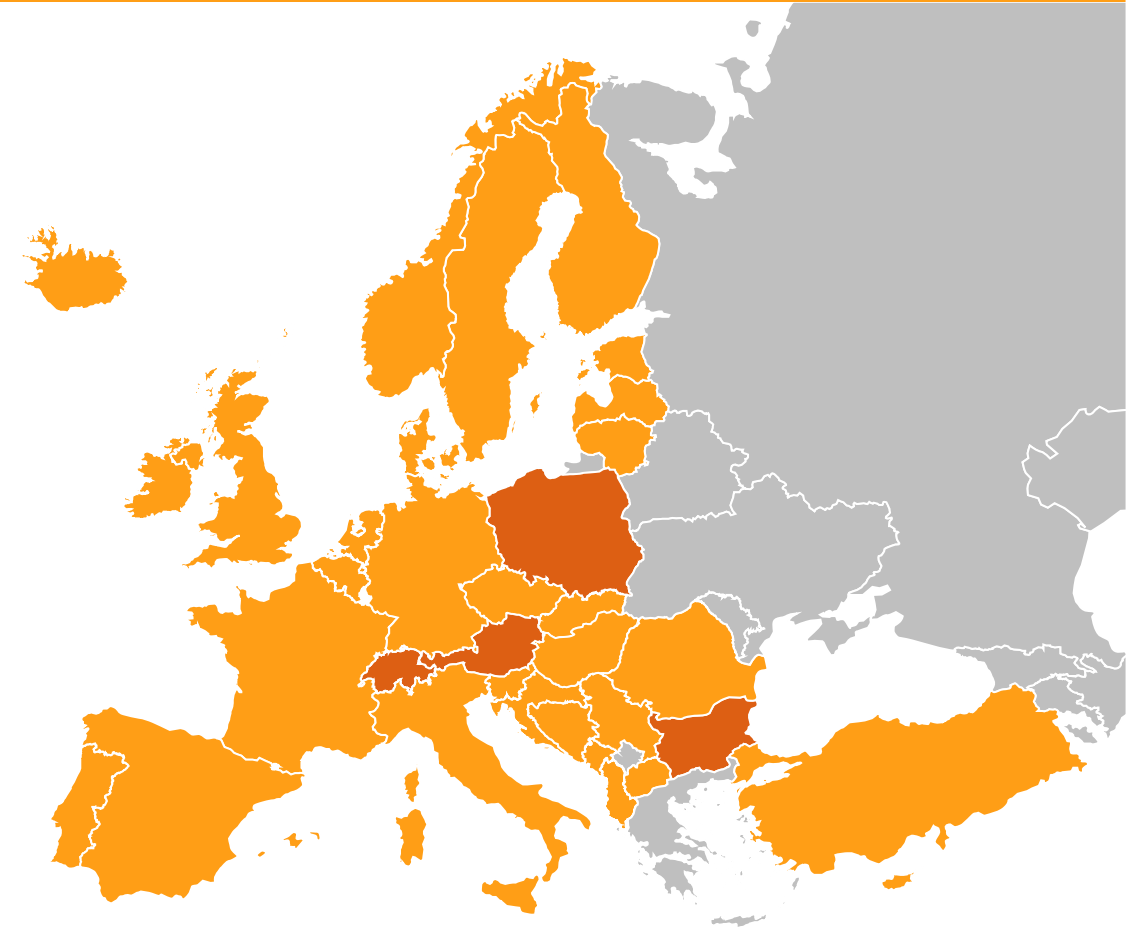
- **Expansion of market access field** towards:
  - Austria
  - Switzerland
  - Poland
  - Bulgaria
- **Market Access field** flags HCPs and HCOs who play a role in bringing a drug to the market

Suggested Items > Dr Michal Jakub Orczykowski

 **Dr Michal Jakub Orczykowski** ☆  
Specialty: [Internal Medicine](#) | [Hepatology](#)  
FULL ADDRESS: Ul.ka Mickiewicza 25, Warszawa 03-977 Mazowiecka  
HCP TYPE: **Doctor**  
PRIMARY SPECIALTY: **Cardiovascular Disease**  
REAL NAME PROVIDED: **186208**  
SOURCE KEYS: KGL\_PDR\_PL\_HCP pulmonology-cardiology-diagnostics\_nephrology\_PL\_Data

**Primary Information**

Parent Affiliations	Name	Opt Out?
Addresses	<b>Dr Michal Jakub Orczykowski</b>	No value
External Identifiers	HCP Type	Professional ID
E-Contacts	<b>Doctor</b>	<b>9382201489900448</b>
Educational Information	Professional Title	Primary Country
Custom Fields	<b>Specialist Doctor</b>	<b>Poland</b>
Record Information	Gender	Other Specialties
	<b>Male</b>	No value
	Primary Specialty	Focus Area 1
	<b>Cardiovascular Disease</b>	No value
	Focus Area 2	Comments
	No value	No value
	Market Access?	Status
	<b>Yes/True</b>	<b>Active</b>
	HCP Status Reason	Record Date
	No value	<b>Valid</b>



# Veeva OpenData

## 22R3 Data Maintenance



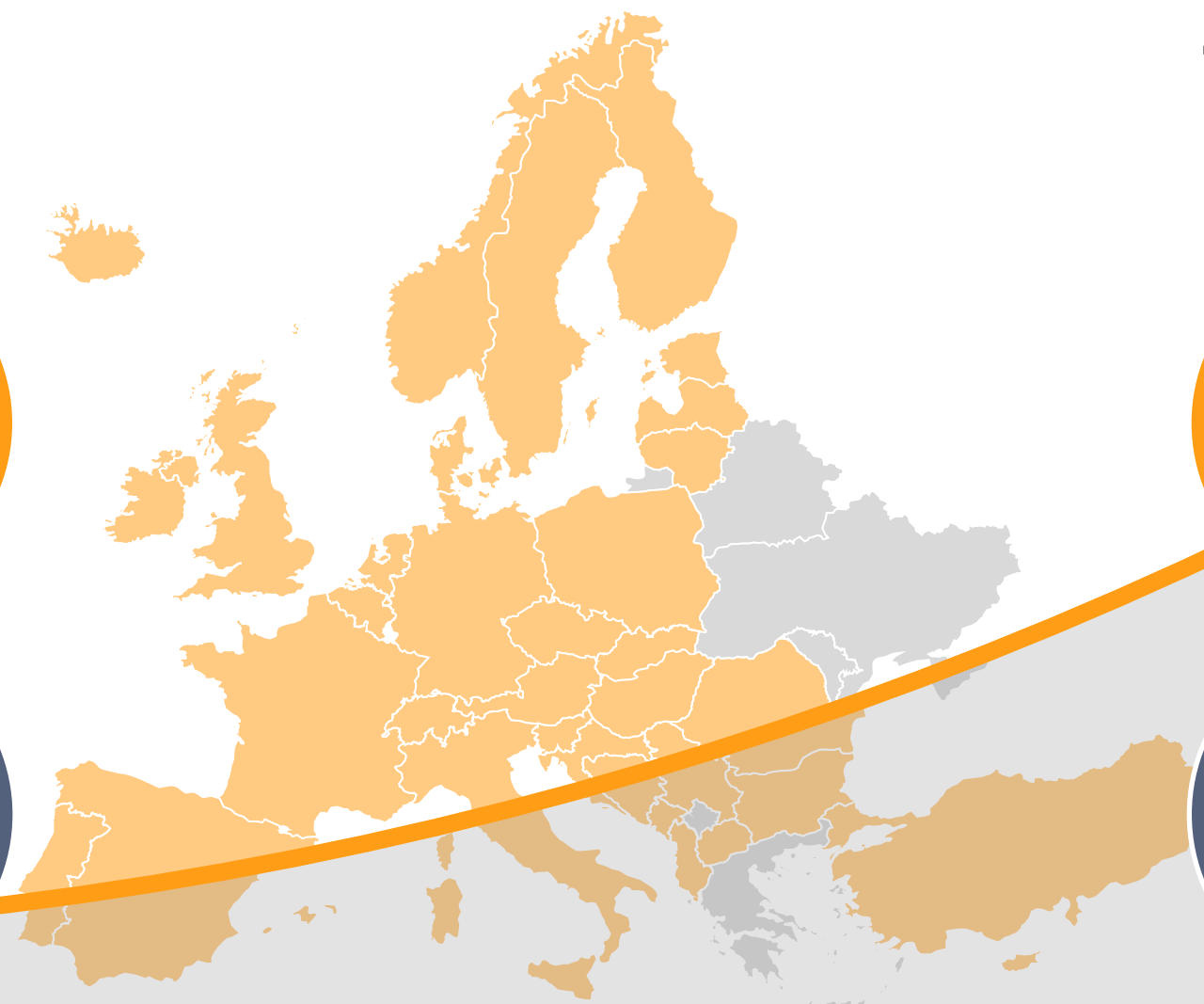
**180K**  
New HCPs

**1.7M**  
HCP Updates



**35K**  
New HCOs

**330K**  
HCO Updates



# Reference value development

- Provide an overview on the **changes in our reference values** per country
- Comprehensive list added in **Attachment A** to review per country which reference values and codes have been introduced per country

Attachment A: Reference value development (1/9)

Country	List	Code	Label	Add Date
Albania	HCOType	4.30	Psychotherapy / Counseling Center	20220908
Albania	HCOType	4.8	Radiology & Imaging Center	20220902
Albania	RelationType	7350	Sub-Group	20220921
Albania	Specialty	SPS	Surgery/Plastic Surgery	20221003
Albania	Specialty	OT	Otology	20221003
Albania	Specialty	HNS	Head & Neck Surgery	20221003
Albania	Specialty	PDO	Pediatric Otolaryngology	20221003
Albania	Specialty	PHT	Physical Therapy	20220906
Albania	Specialty	CHP	Child & Adolescent Psychiatry	20220906
Austria	HCOFocusArea	POD	Podiatry	20221008
Austria	HCOFocusArea	GASTR	Gastroenterology	20220620
Austria	HCOFocusArea	RHEUM	Rheumatology	20220620
Austria	HCOFocusArea	VERNE	Venerology	20220620
Austria	HCOFocusArea	DERM	Dermatology	20220620
Austria	Specialty	NC	Nuclear Cardiology	20220625
Austria	SpecialtyGroup	G-END	Endocrinology, Diabetes, & Metabolism	20220923
Belgium	HCOFocusArea	GM	General Medicine	20220818
Belgium	HCOFocusArea	ENDOC	Endocrinology	20221019
Belgium	HCOFocusArea	VERNE	Venerology	20221004

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# Summary of key release updates

Topic	Update category	Update	Relevant dataset	Required customer action?
Country expansion: Middle East	New countries	9 new countries	HCO, HCP	Approach Account Partner or CSM
Public Claims Data	New countries	4 new countries	Claims	Approach Account Partner or CSM
HCP Email Data	New countries	6 additional countries	HCP	ELA license required Contact CSM to organize a scoping call with Services team (enable and map new field, migrate existing data)
Germany	Dataset enhancement	- Pharmacies and practices owner relationship - Added pharmacy technicians and business assistants	HCO, HCP	Awareness
France	Dataset enhancement	- GPs with 'internship supervisor' grade - Validation of residents batch - Qualification of junior doctors	HCP	Awareness
Spain	Dataset enhancement	- HCO Tax ID - Email availability - Additional Residents	HCO, HCP	Awareness
Nordics	Dataset enhancement	New population HCO structure updated	HCO, HCP	Awareness
Baltics	Dataset enhancement	Core population update	HCO, HCP	Awareness
Market Access	Dataset enhancement	New countries: Austria, Switzerland, Bulgaria, Romania	HCO, HCP	Contact CSM to organize a scoping call with Services team (enable and map Market Access field)



# Timeline

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DEC

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DEC





Thank you

# Attachment A: Reference value development (1/9)

Country	List	Code	Label	Add Date
Albania	HCOType	4:30	Psychotherapy / Counselling Center	20220908
Albania	HCOType	4_8	Radiology & Imaging Center	20220902
Albania	RelationType	7350	Sub-Group	20220921
Albania	Specialty	SPS	Surgery/Plastic Surgery	20221003
Albania	Specialty	OT	Otology	20221003
Albania	Specialty	HNS	Head & Neck Surgery	20221003
Albania	Specialty	PDO	Pediatric Otolaryngology	20221003
Albania	Specialty	PHT	Physical Therapy	20220908
Albania	Specialty	CHP	Child & Adolescent Psychiatry	20220908
Austria	HCOFocusArea	POD	Podiatry	20221008
Austria	HCOFocusArea	GASTR	Gastroenterology	20220820
Austria	HCOFocusArea	RHEUM	Rheumatology	20220820
Austria	HCPFocusArea	VENE	Venereology	20220820
Austria	HCPFocusArea	DERM	Dermatology	20220820
Austria	Specialty	NC	Nuclear Cardiology	20220825
Austria	SpecialtyGroup	G-END	Endocrinology, Diabetes, & Metabolism	20220923
Belgium	HCOFocusArea	GM	General Medicine	20220818
Belgium	HCPFocusArea	ENDOC	Endocrinology	20221019
Belgium	HCPFocusArea	VENE	Venereology	20221004



# Attachment A: Reference value development (2/9)

Country	List	Code	Label	Add Date
Belgium	HCPFocusArea	IMMUNO	Immunology	20220921
Belgium	HCPProfessionalTitle	DIET	Dietician	20220817
Belgium	RelationType	LECT	Lecturer	20221001
Belgium	RelationType	PHARTECH	Pharmacy Technician	20220928
Belgium	RelationType	DIC	Senior General Practitioner	20220823
Belgium	RelationType	DIET	Dietitian	20220817
Belgium	Specialty	CAP	Child Abuse Pediatrics	20221114
Belgium	Specialty	OU	Oncological Urology	20221101
Belgium	Specialty	PLI	Clinical & Laboratory Immunology (Ped)	20221014
Belgium	Specialty	IFP	Internal Medicine/Family Practice	20220819
Belgium	SpecialtyGroup	G-DNTR	Dietary & Nutrition	20220819
Bosnia and Herzegovina	HCOType	12:39	Pharmacy, Corporate Office	20221105
Bulgaria	RelationType	CD	Chief or Head or Chairman of Department	20221007
Croatia	HCOType	4:6	Organization, Hospital	20221108
Croatia	HCOType	33_2	Ancillary Services, Medical and Diagnostic Laboratories	20220926
Croatia	HCOType	4:8	Organization, Nursing Home / Long Term Care	20220924
Croatia	HCOType	29:1	Dialysis & Infusion Centers	20220923
Croatia	HCOType	36_2	Health Care System Administration, Social Health Insurance Agencies	20220921
Croatia	HCOType	33_1	Ancillary Services, Emergency Rescue and Patient Transfer	20220920
Croatia	MajorClassofTrade	40	Residential and Long-Term Care Facilities	20220925



# Attachment A: Reference value development (3/9)

Country	List	Code	Label	Add Date
Croatia	MajorClassofTrade	29	Dialysis & Infusion Centers	20220925
Croatia	Specialty	ATSST	Accident / Trauma Surgery, Sport Traumatology	20221018
Croatia	Specialty	RES	Research Medicine	20221013
Croatia	Specialty	PHP	Public Health and General Preventive Med	20220928
Croatia	Specialty	PPM	Pediatrics/Physical Med and Rehab	20220927
Croatia	Specialty	OMO	Musculoskeletal Oncology	20220926
Croatia	Specialty	OPT	Optometry	20220926
Croatia	Specialty	PMR	Pain Management (Physical Med & Rehab)	20220924
Denmark	HCPProfessionalTitle	HSM	Health Service Manager	20221011
Denmark	RelationType	PROF	Professor	20221114
Denmark	RelationType	DIR	Director	20221011
Finland	HCOFocusArea	NEURODEV	Neurodisability & Neurodevelopment	20221108
Finland	HCOFocusArea	PLAS	Plastic, Aesthetic and Reconstructive Surgery	20221010
Finland	Specialty	NAP	Naprapathy	20221109
Finland	Specialty	FM	Family Medicine (Formerly FP)	20220826
Finland	SpecialtyGroup	G-EM	Emergency Medicine	20220920
France	HCOFocusArea	PHYSIO	Physiotherapy	20221011
France	RelationType	DIRSOI	Nursing care manager	20221102
Germany	HCPFfocusArea	COLO	Colorectal Surgery	20221007
Germany	Specialty	SPO	Sports Medicine - General	20221013



# Attachment A: Reference value development (4/9)

Country	List	Code	Label	Add Date
Germany	Specialty	VMB	Veterinary Microbiology	20221007
Germany	Specialty	PVS	Public Veterinary Services	20221007
Ireland	HCOFocusArea	HAEM	Hematology (Internal Medicine)	20221110
Ireland	HCOFocusArea	DNTH	Dental Hygiene	20221021
Ireland	HCOFocusArea	IMPLANT	Dental Implants	20221021
Ireland	HCOFocusArea	NEP	Nephrology	20221003
Italy	RelationType	PSY	Psychologist	20220917
Luxembourg	HCPMedicalDegree	DGM	Diploma in Geriatric Medicine (DGM)	20221008
Luxembourg	RelationType	GP	General Practitioner	20221020
Luxembourg	SpecialtyGroup	G-GER	Geriatric Medicine	20221008
Monaco	HCOFocusArea	FLU	Vaccinations/Immunizations	20220906
Monaco	HCOType	4:24	Physiotherapy Center	20221027
Monaco	Specialty	PHT	Physical Therapy	20221027
Monaco	Specialty	BBK	Blood Banking /Transfusion Medicine	20221017
Monaco	Specialty	TROP	Tropical Medicine	20220906
Monaco	Specialty	HYG	Hygiene & Environmental Medicine	20220906
Netherlands	HCOFocusArea	WOM	Women's Health	20221021
Netherlands	HCPFocusArea	ACUP	Acupuncture	20221001
Netherlands	HCPFocusArea	UROGYN	Urogynecology	20220913
Netherlands	RelationType	GL	Group Leader	20220927



# Attachment A: Reference value development (5/9)

Country	List	Code	Label	Add Date
Norway	HCPFocusArea	GASTR	Gastroenterology	20221104
Norway	HCPFocusArea	MYEL	Hemato-Oncology (Acute and Chronic Leukemias, Lymphoma, Multiple Myeloma)	20220825
Norway	HCPProfessionalTitle	MSEC	Medical Secretary	20221103
Norway	RelationType	SUPP	Support	20221103
Norway	RelationType	DNH	Department Nurse Head	20221103
Norway	Specialty	ED	Endodontics	20220819
Norway	SpecialtyGroup	G-PHM	Pharmaceutical Medicine	20220818
Poland	HCOFocusArea	OPHTH	Ophthalmology	20220923
Poland	HCPFocusArea	DIAB	Diabetology	20221109
Poland	HCPFocusArea	TRANS	Transplant	20221105
Poland	HCPFocusArea	NEP	Nephrology	20221105
Poland	HCPFocusArea	RAD	Radiology	20221103
Poland	HCPFocusArea	GER	Geriatrics	20221025
Poland	HCPProfessionalTitle	MSEC	Medical Secretary	20221019
Poland	HCPProfessionalTitle	PUR	Purchasing Officer	20221006
Poland	RelationType	CNO	Chief Nurse	20221026
Poland	RelationType	S	Secretary	20221021
Poland	Specialty	SOPM	Special obstetrics and perinatal medicine	20221011
Portugal	HCOType	36_15	Medicine Management Group	20221104
Portugal	HCPFocusArea	ENDOC	Endocrinology	20221012





# Attachment A: Reference value development (6/9)

Country	List	Code	Label	Add Date
Portugal	HCPFocusArea	PEDNEP	Pediatric Nephrology	20221012
Portugal	HCPFocusArea	AEST	Aesthetic Medicine	20220922
Portugal	RelationType	DIC	Senior General Practitioner	20221114
Portugal	RelationType	FELLOW	Fellow	20221013
Portugal	Specialty	BIOCHEM	Biochemistry	20221108
Romania	HCOFocusArea	NUTR	Nutrition/Dietetics	20220927
Romania	HCOType	13:3	Healthcare Manufacturer, Pharmaceutical/Biotech	20221110
Romania	HCOType	4:9	Prison	20220912
Romania	HCOType	3_6	Blood Transfusion Centers	20220912
Romania	HCOType	36_2	Health Care System Administration, Social Health Insurance Agencies	20220908
Romania	MajorClassofTrade	13	Healthcare Manufacturer	20221111
Romania	MajorClassofTrade	19	Prison	20220913
Romania	MajorClassofTrade	36	Health Care System Administration	20220909
Romania	Specialty	DYS	Dialysis	20221101
Romania	Specialty	PHY	Physiatry	20221018
Romania	Specialty	V	Virology	20221018
Romania	Specialty	PMN	Pain Medicine (Neurology)	20220906
Serbia	Specialty	V	Virology	20221109
Serbia	Specialty	PH	Public Health	20221109
Serbia	Specialty	OSG	Oral & Maxillofacial Surgery (Dentistry)	20221104



# Attachment A: Reference value development (7/9)

Country	List	Code	Label	Add Date
Serbia	Specialty	DMP	Dermatopathology	20221012
Serbia	Specialty	MCB	Microbiology (Research)	20221007
Serbia	Specialty	PHRT	Pharmacology & Toxicology	20221006
Serbia	Specialty	ORT	Orthodontics	20221003
Serbia	Specialty	OFA	Foot & Ankle Orthopedics	20220907
Serbia	Specialty	GO	Gynecological Oncology	20220906
Serbia	Specialty	PDA	Pediatric Allergy	20220830
Serbia	Specialty	HO	Hematology/Oncology	20220826
Slovakia	Specialty	CPHARM	Community Pharmacy	20220906
Slovenia	Specialty	PYG	Geriatric Psychiatry	20221113
Slovenia	Specialty	UCM	Urgent Care Medicine	20221108
Slovenia	Specialty	OMF	Oral & Maxillofacial Surgery (Medicine)	20221107
Slovenia	Specialty	SW	Social Work	20221103
Slovenia	Specialty	DYS	Dialysis	20221103
Slovenia	Specialty	VERE	Venereology	20221103
Slovenia	Specialty	AI	Allergy & Immunology	20221031
Slovenia	Specialty	PYA	Psychoanalysis	20221019
Spain	HCOFocusArea	PED	Pediatrics	20221018
Spain	HCOFocusArea	COMP	Compounding Pharmacy	20221013
Spain	HCOFocusArea	OBGYN	Obstetrics & Gynecology	20220915



# Attachment A: Reference value development (8/9)

Country	List	Code	Label	Add Date
Spain	HCOFocusArea	NEURO	Clinical Neurophysiology	20220901
Spain	HCOFocusArea	PSY	Psychiatry	20220901
Spain	HCPFocusArea	MYEL	Hemato-Oncology (Acute and Chronic Leukemias, Lymphoma, Multiple Myeloma)	20221014
Spain	HCPFocusArea	PATH	Pathology	20220907
Spain	HCPFocusArea	ALLERG	Allergology	20220905
Spain	HCPFocusArea	SPEECH	Speech Therapy	20220905
Spain	HCPFocusArea	TRANS	Transplant	20220904
Spain	HCPFocusArea	HEP	Hepatology	20220831
Spain	HCPFocusArea	RESP	Respiratory Medicine	20220830
Spain	HCPFocusArea	BAR	Bariatrics/Obesity	20220830
Sweden	HCOBusinessType	NGO	Non-Governmental Organization (NGO)	20221021
Sweden	HCOFocusArea	GM	General Medicine	20220907
Sweden	Specialty	CHD	Adult Congenital Heart Disease (IM)	20220830
Sweden	SpecialtyGroup	G-GE	Gastroenterology	20221112
Sweden	SpecialtyGroup	G-OBG	Obstetrics Gynecology Women's Health	20221020
Switzerland	HCOType	5:05	Purchaser	20221021
Switzerland	HCPMedicalDegree	DMSS	Dr. sc. med.	20220829
Turkey	HCOType	4:24	Physiotherapy Center	20221115
Turkey	HCOType	4_94	Organization, Ambulatory Healthcare Center	20221017
Turkey	HCOType	4_8	Radiology & Imaging Center	20221006



# Attachment A: Reference value development (9/9)

Country	List	Code	Label	Add Date
Turkey	HCOType	4:12	Education Establishment	20220927
Turkey	HCOType	4_6	Association	20220926
Turkey	HCOType	1_11	Hospital, Other Special	20220908
Turkey	MajorClassofTrade	14	Medical School	20220928
Turkey	Specialty	OSG	Oral & Maxillofacial Surgery (Dentistry)	20220926
United Kingdom	HCPProfessionalTitle	MSEC	Medical Secretary	20220818
United Kingdom	RelationType	NONEXEDIR	Non-Executive Director	20221016
United Kingdom	SpecialtyGroup	G-AMD	Administrative Medicine	20221026

