

# Veeva Medical Suite

## A unified solution for medical affairs



Rapid innovation, an explosion of data, the focus on personalized medicine, and reliance on digital engagement have increased the role and responsibility of medical affairs within life sciences. However, effectively communicating with an expanding number of stakeholders, generating actionable insights and measuring impact is more challenging than ever.

Veeva Medical Suite delivers a unified solution for scientific exchange, enabling medical to better partner with HCPs to improve patient outcomes. Key customer engagement and scientific processes come together, helping medical affairs transform organizational strategies.



Customer Intelligence



Personalized Content



Multichannel Engagement



Actionable Insights

### Benefits:

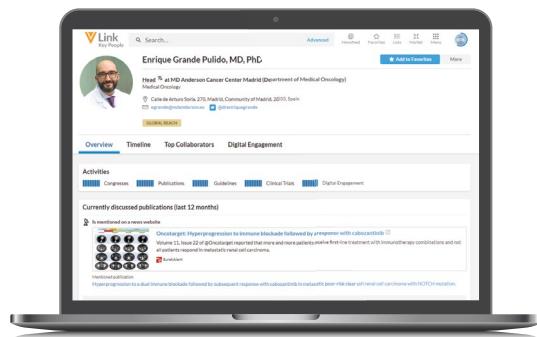
- **Drive launch excellence:** A detailed understanding of all relevant scientific leaders enables effective engagement and more coordinated launches.
- **Enable insights-driven execution:** Demonstrate effectiveness of medical engagements across channels by quantifying shifts in stakeholder sentiment.
- **Improve portfolio strategy:** Scientific insights from the healthcare landscape enable medical affairs to inform the evolution of product pipelines.

## Applications

With Veeva Medical Suite, integrated stakeholder data, scientific content and multichannel interactions enable coordinated and informed engagement. Medical teams gain a deep understanding of the healthcare landscape and customer needs and can execute immediately with tailored content across all channels.

### Evolve scientific engagement

**Veeva Medical CRM** helps to coordinate, execute and track engagement with scientific experts and other stakeholders across all channels. All activity is tracked and available directly in Medical CRM, allowing you to plan and align strategies with commercial teams to compliantly engage stakeholders and decision-makers. Additionally, important medical insights can be captured and analyzed to gain an in-depth understanding of emerging scientific opportunities.

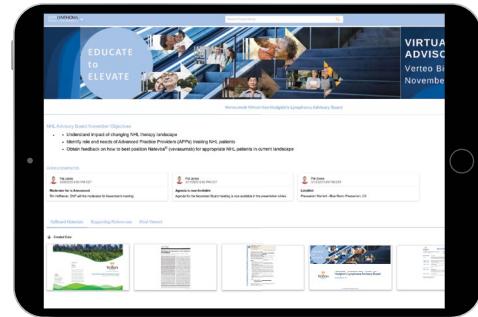


### Build deeper relationships

**Veeva Link** is an enterprise source of continuously updated customer and market intelligence for better planning and engagement. Robust profiles – including scientific activities across channels, sentiments, affiliations, and clinical interests – enable medical and commercial teams to better coordinate and align around experts. Seamlessly integrated with Veeva Medical CRM, Link supports your field teams and delivers new engagement opportunities while providing tailored information and compliant data views.

### Disseminate relevant scientific information

**Veeva Vault Medical** features two applications that support the lifecycle for managing scientific content and medical information. With **Vault MedComms**, medical affairs teams can create, review, store, and distribute scientific content across channels and geographies. **Vault MedInquiry** provides a complete and scalable solution for managing end-to-end inquiry processes – from case intake, response package generation, to email fulfillment – eliminating the need for siloed systems and automating manual tasks.



## About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a **Public Benefit Corporation**, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit [www.veeva.com/eu](http://www.veeva.com/eu).