



FOR IMMEDIATE RELEASE

## Veeva Systems Introduces Medical CRM to Improve Key Opinion Leader Engagement and Ensure Lasting Relationships

*New solution helps engage the right stakeholders globally across all channels*

**PLEASANTON, CA — Dec. 3, 2015** — At its European Commercial Summit today, Veeva Systems unveiled [Veeva Medical CRM](#), a cloud-based solution that enables key opinion leader (KOL) visibility and improved engagement. Armed with the right information aligned to interests and product lifecycle needs, field medical teams can drive informed scientific interactions and build deeper, more trusted stakeholder relationships.

The number of medical science liaisons (MSLs) is expected to grow globally by 20% over the next two years, according to a 2015 study by *MSL Insights*.<sup>1</sup> This MSL growth, largely driven by the rise of complex drug products, reflects the increasing need by healthcare professionals for more specialized knowledge and product information. However, hindered by dozens of systems, MSLs struggle to quickly and accurately identify, profile, and engage KOLs. Veeva solves the problem with a solution designed to enable better stakeholder planning and engagement.

With Veeva Medical CRM's full KOL view and multichannel engagement, MSLs can deliver personalized information at each stage of a drug's life, through the right channel – creating a more valuable KOL experience. The solution interoperates with [Veeva KOL Data](#), which delivers a consolidated feed of up-to-date information and unique insights on KOLs worldwide. At a glance, MSLs see a complete picture of KOLs, their preferences, relationship networks, and affiliations with healthcare organizations like integrated delivery networks (IDNs), payers, and pharmacy and therapeutics (P&T) committees. With this visibility, MSLs can more effectively engage KOLs across all channels. And, as an open solution, Veeva Medical CRM can manage any internal or third-party KOL data sources.

“Traditionally, medical teams have struggled with multiple, disparate systems, limiting their ability to engage stakeholders and to quantify the effectiveness of their efforts,” said Robert Groebel, Veeva’s vice president of global medical strategy. “As the role of medical affairs grows, teams are seeking new metrics, both quantitative and qualitative, to show the value of these interactions. With Veeva Medical CRM, medical affairs gains real-time visibility into its impact across channels – demonstrating medical’s strategic value and supporting continuous process improvement.”

Veeva Medical CRM works seamlessly with Veeva CRM, allowing for controlled collaboration and information sharing between medical and commercial teams, enabling a more coordinated customer experience.

Veeva Medical CRM is now available globally.

*In other news today, Veeva announced the global availability of [Veeva KOL Data as a subscription](#), offering a single consolidated, global source of all key stakeholder information. Additionally, Veeva announced the availability of [Veeva CRM Suggestions](#), which leverages the power of data science to correlate large quantities of data with actual customer behaviors to recommend next best actions to take across which channels.*

### Additional Information

To learn more about Veeva’s new solution for medical teams, visit: [veeva.com/medical](http://veeva.com/medical)  
Stay updated on the latest Veeva news on LinkedIn: [linkedin.com/company/veeva-systems](https://www.linkedin.com/company/veeva-systems)  
Follow @veevasystems on Twitter: [twitter.com/veevasystems](https://twitter.com/veevasystems)  
Like Veeva on Facebook: [facebook.com/veevasystems](https://www.facebook.com/veevasystems)

## **About Veeva Systems**

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 375 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [www.veeva.com](http://www.veeva.com).

## **Forward-looking Statements**

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's filing on Form 10-Q for the period ended July 31, 2015. This is available on the company's website at <http://www.veeva.com> under the Investors section and on the SEC's website at [www.sec.gov](http://www.sec.gov). Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

###

1. *MSL Insights, A Global Survey Reveals: The Medical Science Liaison competencies that contribute most to success*, Medical Science Liaison Society, July 2015.

## **Contact:**

Lisa Barbadora  
Public Relations  
Veeva Systems Inc.  
610-420-3413  
<mailto:pr@veeva.com>