Veeva OpenData

A Single Source of Customer Data to Optimize Engagement

Selma

Vivian

Sanjay

Introduction

Meet Selma, Vivian, and Sanjay, managers at Verteo BioPharma, a global manufacturer of cardiovascular and oncology drugs. Today, they are meeting to discuss the company's annual operating plan. Although each represents a different function, they face a common problem. Verteo's CRM system is littered with inaccurate data, making it difficult to engage effectively with customers.

Modern pharmaceutical manufacturers rely on accurate, up-to-date information in order to reach their customers, both healthcare professionals (HCPs) and organizations (HCOs). In this eBook, we'll look at three areas of Verteo's commercial business: sales operations, marketing, and compliance. We'll examine how poor data complicates efforts to identify and engage with the right customers, and explore the benefits of a new approach to customer reference data.

Keeping the Sales Engine Running

Selma, director of sales operations, needs to keep Verteo's sales reps productive in the field. To conduct successful calls, reps need complete HCP information, including demographics, specialty, license status, and sample eligibility. But on most days, Selma gets at least one call from frustrated reps, reporting that inaccurate records have led them to the wrong doctor or wrong address.

And if that weren't enough, the industry landscape is changing under Selma's feet. Consolidation among group medical practices and hospital networks is leading Verteo to adopt an account-based selling model. Key account management requires a new level of targeting. Now more than ever, reps need to know how HCPs are connected — both to medical practices, and to the health systems in which they participate.

How Can Veeva OpenData Help Selma Keep the Sales Engine Running?

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FarmaForce Standardizes on Seamlessly Integrated Data and CRM

To support its rapid growth, FarmaForce — a contract sales organization catering to the Australian pharmaceutical industry — required a single solution for its commercial operations. "We were starting from a blank slate for a fully fledged commercial strategies. As an existing Veeva CRM customer, Veeva OpenData was the natural choice for us," said the general manager, FarmaForce Limited. "High quality, reliable data is readily accessible to our teams, available where they need it the most — right in Veeva CRM."
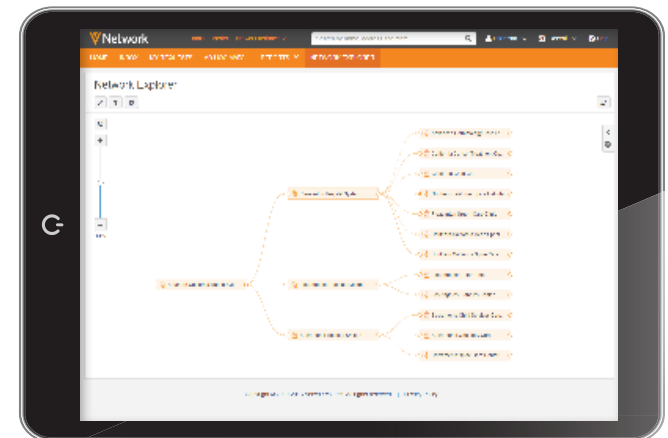
Customer Data That's Always Right, Right Where You Need It

To keep her reps happy and productive, Selma is putting accurate customer data right into their hands. With Veeva OpenData, Verteo gains access to more than 20 million HCPs and their HCO affiliations globally. Veeva's reliable product roadmap provides continuous innovation, giving Verteo maximum value from its data assets. And since Veeva OpenData and Veeva CRM are designed to work together, there is no need to stitch systems together using expensive consulting services. Customer reference information, compliance, and email data are instantly accessible within the reps' workflow.

What's more, real-time signaling across the industry's largest CRM user base keeps Veeva OpenData fresh and accurate. Directly from Veeva CRM, reps can initiate data change requests (DCRs), to add a new doctor or update specialty information. Each update is validated by Veeva data stewards, and is then published through OpenData. Most DCRs are completed within one business day, making Veeva's stewardship services the fastest in the industry.

Gain a Complete Picture of the Healthcare Delivery System

Veeva OpenData's robust affiliations data helps Verteo deploy a true key account management sales model. For example, reps can look across an entire healthcare delivery network to map out an engagement strategy, or focus on a particular hospital for a more granular view. They can find detailed information on the HCPs who practice there. It's easy to understand the connections between people and departments, as well as the hospital's relationship to its parent healthcare network.

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Building Awareness Across Channels

High Quality Data Drives Multichannel Communications

"New channels of communication empower life sciences companies to more effectively engage customers and key stakeholders," said Eric Newmark, vice president at IDC Health Insights. "Advanced cloud technology, integrated commercial platforms, and higher customer quality data are enabling more orchestrated multichannel customer communication that will usher in a new wave of transformation separating the leaders from the laggards."

Meanwhile, Vivian, a brand marketing manager, struggles to deliver a customer experience that's both coordinated across channels and tailored to each customer. But because email, face-to-face, and digital interaction data is scattered across different systems, she can't easily orchestrate a complete customer journey.

Vivian especially needs to improve results from her email marketing programs. Today, she purchases multiple lists, at significant cost, from vendors with complicated pricing structures and usage restrictions. Sourcing contact information for particular specialties — like pediatric oncology, one of Verteo's key focus areas — is especially challenging.

How Can Veeva OpenData Help Vivian Build Awareness Across Channels?

Build Engagement With Email Marketing

With Veeva OpenData, Vivian gains access to more than 1.7 million verified and reliable HCP email addresses, spanning all prescriber types and specialties. She can deploy email campaigns with confidence, knowing that Veeva delivers consistently reliable email records, thanks to strict controls on data sourcing and augmentation.

Better deliverability means that emails from Verteo reach their intended recipients, communicating core messages with greater frequency. That's because Veeva OpenData regularly tests email addresses, most recently confirming deliverability of nearly 100%. Because her emails are not catching in spam filters, Vivian sees higher returns from her multichannel marketing programs.

And, with more predictable email costs, Vivian enjoys greater control over monthly spending. Pricing per email address is fixed, with no unfair minimums or extra markups for high-demand segments. A single agreement gives Vivian unlimited usage of a Veeva OpenData email list for a full year, without restriction. Budget overruns, once common, are now distant memories.

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Pharmaceutical Company Improves Transparency with Veeva OpenData

As described by industry analyst firm IDC, one pharma company decided to establish a foundation in the cloud for its commercial operations.[3] Within four months, the company had rolled out Veeva Commercial Cloud across the organization.

"We use Veeva OpenData as our best demographic data because we find competing demographic data we purchase from other providers to be of lower quality," said the senior director of IT. "We find this information gets updated on a much more rapid basis than any other data available today. We are also saving tens of thousands of dollars annually now due to the elimination of license fees that some of our third-party data providers used to charge us to share their data in our system with our sample distributors, which is a necessity for our business operations."

The company also plans to integrate Veeva OpenData with Sunshine Act compliance software, ERP, and partners' systems, to improve alignment and transparency initiatives. Ensuring all partners view the same customer master information is "only possible now because of Veeva's fairly open stance on their data."

Streamlining Compliance Efforts

Sanjay, compliance officer, faces his own challenges resulting from poor data quality. When it comes to compliance, Verteo's reputation is on the line. Upholding the corporate reputation has a greater impact than any fine or penalty associated with an 'out of compliance' event.

As a multinational company, Verteo must address aggregate spending requirements worldwide. Regulations are constantly evolving, and it's difficult to keep pace. Sanjay is working on both the U.S. Physician Payments Sunshine Act and the EFPIA code of conduct in Europe. But because Verteo records spending in many different systems, Sanjay finds it difficult to streamline payment-tracking processes and create accurate roll-up reports of total worldwide payments made to HCPs.

Additionally, as he begins work on the annual operating plan, Sanjay must address compliant sampling processes, as specified by the Prescription Drug Marketing Act (PDMA).

How Can Veeva OpenData Help Sanjay Streamline Compliance Efforts?

Unique Identifier, Comprehensive Profile Information

For Sanjay, the overarching problem is to uniquely identify each HCP and reconcile spending back to them. Fortunately, Veeva OpenData simplifies rollup reporting. All payments (or other 'transfers of value') to an HCP are tied to a single Veeva identifier ('VID') associated with that HCP's profile. Empowered with accurate spend information, companies like Verteo can achieve cross-border visibility more easily and consistently.

Additionally, Veeva helps Verteo detail and sample customers compliantly. Robust customer profiles contain comprehensive information needed for detailing and sampling, including the prescriber's specialty, licensure, and brand restrictions. Careful attention to compliance data keeps Verteo's reps from detailing the wrong products to customers, and helps prevent off-label prescribing.

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Optimizing Product Launch
with a Single Source of Data

Verteo's new customer data strategy could not have come soon enough. The company received regulatory approval for its latest drug, and is quickly ramping up for a global launch. Within the next four months, the company is rolling out the new product in the U.S., across Europe, and in other key markets globally. Selma, Vivian, and Sanjay need to work together to deliver a coordinated multichannel launch.

For previous launches, sourcing reliable customer data across different geographies was nearly impossible. Now, Veeva OpenData provides complete coverage across all Verteo's target markets. With a single source of customer data, Selma can maximize coverage of the right customers. And by purchasing data just once, Verteo reduces the cost and complexity of multiple list purchases and integrations.

Across the organization, customer-facing groups – including commercial sales reps, medical science liaisons, and managed markets teams – can now align on customer targets. With Veeva OpenData, Vivian can incorporate email as a foundational element of her marketing mix. All multichannel interactions are captured in Veeva CRM, providing a comprehensive view of the customer journey to the entire Verteo marketing team.

For Sanjay, launch activity requires greater engagement across channels and regions – as well as increased vigilance from a compliance perspective. Having up-to-date, stewarded data can mean the difference between a compliant sales engagement, and running up against sampling restrictions or other concerns. Aggregate spend reporting, once a complex, manual process, is now also streamlined.

In short, Veeva OpenData delivers customer, compliance, and email data that's always right, right where you need it. Discover how Veeva OpenData can help your organization transform its commercial operations, from sales effectiveness to customer engagement and compliance. To speak with an OpenData specialist, contact us at sales@veeva.com.

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