veeva CRM Engage Meeting
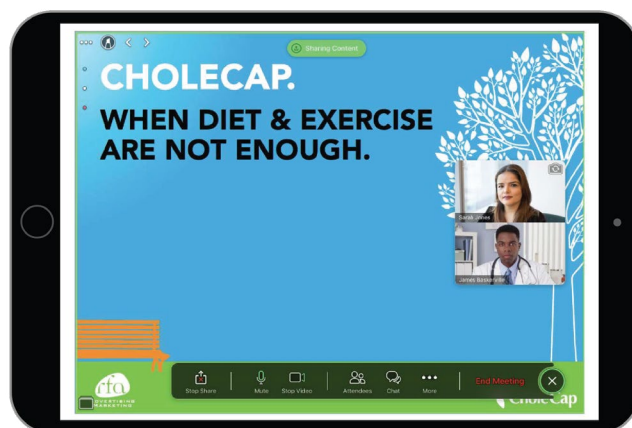
Online Meetings. Anytime. Anywhere.

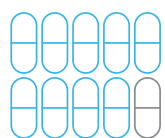Improve your reach with real-time, online HCP engagement.

Veeva CRM Engage Meeting makes online meetings with healthcare providers easy and compliant. Embedded in CRM as part of a rep's workflow, Engage Meeting allows easy reuse of approved CLM content. And because Engage Meeting is delivered through Veeva CRM, it enables — for the first time — a common industry platform for online meetings. Leveraging a single solution to communicate with life sciences greatly simplifies accessibility for HCPs, improving their experience and opening new avenues for digital interaction.

Benefits

- **Improve customer engagement:** Deliver the information your customers need with convenient and compliant online content sharing and collaboration.

- **Increase productivity and reach:** Ensure greater coverage, frequency, and reach with the same resources.

- **Easier content reuse and compliance:** Stay on message, with compliance, ensuring your teams use approved or existing CLM content.

Engage Meeting At-a-Glance

More productive reps and MSLs
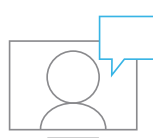
9 out of top 10
pharmas use
Engage Meeting

2-8x
longer
sales calls

14.5 min
average
duration

More engaged HCPs

85% of HCPs
want to meet
with reps online

>8,200
installs of
the HCP app

>30
countries

Source: Data generated from early adopter program.

Features

Integrated Voice and Video

Engage Meeting delivers built-in voice and video capabilities in a single solution. Each meeting participant has the flexibility to turn video on or off as needed.

Leverages Existing CLM Configuration with Activity Tracking

Approved **Veeva CLM** content is available from the iPad, with all actions automatically tracked and recorded back to CRM.

Real-time Digital Engagement

With Engage Meeting, home office and field staff can schedule real-time engagements with customers directly from Veeva CRM, guiding HCPs to the information they need. Sales reps can present CLM content directly from the iPad, eliminating the need for workarounds or extra integrations. HCPs can join from any device.

Online Scheduling for Booking Agents

Online users, such as call center representatives, can schedule Engage Meetings for rep/MSL hosts. This allows these 'booking agents' to handle scheduling logistics, while hosts focus on call execution.

Intuitive UI

Veeva CRM Engage Meeting is easy to use, minimizing the need for training and increasing adoption by both reps and doctors. To join an Engage Meeting, HCPs simply click a link delivered via **Veeva CRM Approved Email**.

Host and Schedule from Online

Home office users, including MSLs, can host and schedule Engage Meetings from the online platform.

Toll Free or Call Me Option

Along with built-in VoIP, life sciences companies can choose to add a toll free dial-in or single-click 'call me' option for their HCPs who prefer to use the telephone for audio.

Ensures Compliance

Veeva CRM Engage Meeting is built to meet the strict regulatory requirements of the life sciences industry. Field reps can share only the latest approved, compliant content during an Engage Meeting session, preventing the inadvertent display of unapproved materials.

Complete Customer View

Rich insight is automatically captured from each interaction, across all channels, and updated in Veeva CRM in real time. Companies can easily gauge content effectiveness and track HCP sentiment. This multichannel data is available for analysis, helping marketing and sales respond to customer needs quickly and effectively.

Remote Drug Sampling

Remote sampling enables field reps to capture and fulfill HCPs' sample requests while hosting an online meeting. Companies can complete drug sampling processes during remote meetings in compliance with 21 CFR Part 11 and PDMA requirements.

Remote Order Negotiation

Field reps can capture sales orders remotely using Engage Meeting. Reps negotiate the order quantities and discounts while sharing the order capture screen directly with the customer. Remote Order Negotiation maximizes value:

- Ensures participation in ordering across all products in your portfolio
- Grants visibility on upsell messages and fast access to MyInsights reports to increase order value
- Assists in objection handling during the sales process through seamless integration to CLM slides