



Assessing Your Customer Reference Data Solution

Customer reference data is an appreciating asset that pays dividends and adds ongoing value the more you invest in its quality. Commercial success, field force productivity, and digital excellence are not possible without accurate, complete, and comprehensive data on HCPs and their affiliations.

The [Veeva Customer Reference Data Survey Report](#) revealed that dissatisfaction with legacy data providers is prevalent across North America and Europe. This dissatisfaction exists primarily because of their poor data quality and slow responsiveness to data change requests.

Use this checklist to ensure your data provider is equipped to provide accurate customer data:



Comprehensive HCP Profiles

- Demographic data (name, gender, age, status, addresses)
- Contact preference data (phone and fax)
- Compliance data (specialty, state license, DEA, NPI)
- Credentials data (degrees, certifications, medical school, graduation dates, residency)
- Email data (HCP email addresses)
- Global, Federal, State, and Partner ID data



Detailed Healthcare Organization (HCO) Profiles

- Comprehensive HCO type data (health systems, hospitals, group practices)
- Major class of trade data (transplant centers, diagnostic facility, managed care, pharmacy)
- Specialty data (cardiology, immunology, anesthesiology)
- Hierarchies and affiliations data (HCP-to-HCO and HCO-to-HCO relationships)



Data Stewardship Services

- Global team of data stewards who understand regional nuances and speak local languages
- Data change requests (DCRs) at no additional cost
- DCR resolution times within two business days



Dedicated Customer Success Manager

- Partners to understand your business needs
- Drives adoption and data awareness
- Monitors data quality and DCR volume

For an in-depth assessment of your current data maturity, please [contact us](#) for a data evaluation.