

## PRODUCT SHEET

# Veeva Compass

## Patient and Prescriber Data for Segmentation & Targeting

Veeva Compass supports biopharma commercialization by providing visibility into patient and HCP activity within the U.S. healthcare ecosystem.

**Compass Patient** is anonymous patient longitudinal data (APLD), including dispensed prescriptions, procedures, and diagnoses, for the U.S. market.

**Compass Pathway** is an add-on product to Compass Patient for prescription (Rx) claims lifecycle data, including reversed and rejected transactions, for the U.S. market.

**Compass Data Connector** is an add-on product to Compass Patient for the privacy-safe linking of specialty pharmacy, lab results, and genomics with longitudinal patient claims data.

**Compass Prescriber** is projected prescriptions and procedures at the HCP, HCO and ZIP level for retail and non-retail products. It covers 4,000 brands for the U.S. market.

**Compass National** is projected prescriptions and procedures at the state and national level for retail and non-retail products. It covers more than 4,000 brands for the U.S. market.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Compass Patient	2020	Mature	51–100
Veeva Compass Pathway	2023	Early	11–50
Veeva Compass Data Connector	2024	Early	1–10
Veeva Compass Prescriber	2023	Early	11–50
Veeva Compass National	2023	Early	1–10

## PRODUCT SHEET

# Compass Patient

Compass Patient is anonymous patient longitudinal data (APLD) for the U.S. market, including dispensed prescriptions, procedures, and diagnoses. It can be used for commercial operations and analytics activities such as finding new patients, patient journey, patient analytics, market sizing, as well as business development.

Data is sourced from open and closed source claims such as clearinghouses, switches, retail pharmacies, specialty pharmacies, payers, PBMs, and other sources.

Compass Patient is licensed by the brand and includes unlimited data access.

<b>Announced</b>	2020
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	51–100
<b>Platform</b>	Veeva Data Platform
<b>Integrations</b>	Connected with CRM, Nitro Connected via Veeva IDs with OpenData, Link, HCP Access

## PRODUCT SHEET

# Compass Pathway

Compass Pathway is an add-on product to Compass Patient for prescription Rx claims lifecycle data, including reversed and rejected transactions, for the U.S. market. It can be used for commercial operations and strategy, such as market access, segmentation, targeting, and patient support.

Data is sourced from open and closed sources. It is a modern data product designed and built for today's complex therapies.

Compass Pathway is licensed by the brand and includes unlimited data access.

<b>Announced</b>	2023
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	11–20
<b>Platform</b>	Veeva Data Platform
<b>Integrations</b>	Connected with Compass Patient Connected via Veeva IDs with OpenData, Link

## PRODUCT SHEET

# Compass Data Connector

Compass Data Connector is an add-on product to Compass Patient for the privacy-safe linking of specialty pharmacy, lab results, and genomics with longitudinal patient claims data. It supports a wide range of use cases including patient journey, segmentation, targeting, suggestions, alerts, and predictive monitoring.

Data is sourced from the customer's preferred Data Partner. Compass Data Connector is a modern data product designed to provide a more complete view of patients and providers.

Compass Data Connector is licensed by the combination of brand and Data Partner and includes data delivered to the customer's preferred destination.

<b>Announced</b>	2024
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	1–10
<b>Platform</b>	Veeva Data Platform
<b>Integrations</b>	Connected via Veeva IDs with OpenData, Link and Compass Patient

## PRODUCT SHEET

# Compass Prescriber

Compass Prescriber is projected prescriptions and procedures at the HCP, HCO, and ZIP level for retail and non-retail products. It covers 4,000 brands for the U.S. market.

Compass Prescriber can be used for commercial operations such as segmentation, targeting, field force sizing, and incentive compensation. It is a modern data product designed to provide a more complete view of a market where medicine is no longer distributed solely through the retail channel.

Compass Prescriber is licensed by the brand and includes unlimited data access.

<b>Announced</b>	2023
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	11–50
<b>Platform</b>	Veeva Data Platform
<b>Integrations</b>	Connected with CRM, Nitro Connected with Veeva IDs with OpenData, Link

## PRODUCT SHEET

# Compass National

Compass National is projected prescriptions and procedures at the state and national level for retail and non-retail products. It covers 4,000 brands, including branded and generic medicines for the U.S. market.

Compass National can be used for commercial strategy and operations, such as forecasting and market share tracking. It is a modern data product designed to provide a more complete view of a market where medicine is no longer distributed solely through the retail channel.

Compass National is licensed by the brand and includes unlimited data access.

<b>Announced</b>	2023
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	1–10
<b>Platform</b>	Veeva Data Platform
<b>Integrations</b>	Connected with CRM, Nitro