Veeva Compass

Complete Suite of Commercial Data for Complex Therapies

Veeva Compass is a complete suite of modern commercial data products for today's complex therapies. It supports biopharma commercialization by providing more complete visibility into patient and healthcare professional activity in the U.S.

Modernizing Commercial Data

Compass is a modern alternative to legacy data products that gives you a more complete view of patients, HCPs, and the market. Industry-first data innovations help you commercialize with precision and efficiency.

- **Modern data architecture** – A patient-centric data foundation gives a single source of truth to reduce complexity and increase efficiency for commercial teams.
- **Unlimited data access** – The freedom to access all available data at any time, for any need unlocks deeper patient and HCP insights.
- **Prescriptions and procedures** – Combined prescription and medical claims present a more complete view to inform accurate decision-making.

Veeva Compass Suite

Patient Data Products

- **Veeva Compass Patient** is anonymous patient longitudinal data (APLD), including dispensed prescriptions and procedures, and diagnoses.

- **Veeva Compass Pathway** is an add-on product to Compass Patient for accessing prescription claims lifecycle data, including rejected and reversed transactions.

  Compass Patient and Compass Pathway data covers 330M+ patients in the U.S., 3M+ healthcare providers and clinicians, 77B+ prescription and medical records, and 7+ years of longitudinal patient history.

  Data attributes available in Compass Patient include product, diagnosis, procedure, patient demographic, payer, and provider dimensions.

  Additional data attributes available in Compass Pathway include stage (reversed, rejected, dispensed), status (final, interim), and rejection reasons.

Projected Data Products

- **Veeva Compass Prescriber** is projected prescriptions and procedures at the HCP, HCO, and ZIP level for retail and non-retail products.

- **Veeva Compass National** is projected prescriptions and procedures at the state and national level for retail and non-retail products.

  Compass Prescriber and Compass National data covers the top 4,000 branded and generic medicines. It includes 2.1M+ healthcare providers and clinicians, 77,000 healthcare organizations, 5.9B+ annual total transactions, and the most recent 3 years of transaction history.

  Metrics available in Compass Prescriber and Compass National include total prescriptions (TRx), total medical administrations (TMx), total prescriptions and administrations (Tx), total patients, and new patients. Compass National also provides a unique brand coverage metric that shows the percent actuals of projections to provide transparency and inform what projections are based upon.

Comprehensive, Patient-First Data Network

The Compass Data Network is foundational to the entire Compass Suite. It consists of a unique set of prescription and medical claims data that overlap to deliver more complete data – ideal for modern complex therapies.

Open Sources

Broad network reach

Longitudinal tracking

Representative sample

Closed Sources

Visibility into blocked drugs, HCOs

Deeper Patient, HCP insights

Better view into market

Product Features

The Compass Data Network is foundational to the entire Compass Suite. It consists of a unique set of prescription and medical claims data that overlap to deliver more complete data – ideal for modern complex therapies.

With Compass, customers can access what they need, when they need it via the Compass portal. Key features of the Compass portal across products include:

- **Querying and pulling data:** Compass Query Builder provides faster access to data. Users can log on to build, schedule, and send queries at any time. Query Builder also includes templates. Users can set up and manage templates for standard and routine queries to save time and ensure consistency.

- **Accessing and sharing data:** Each Compass product offers a variety of delivery options to help users download, pull, and share data files in a way that best suits the user's needs and technical capabilities.

Connected Software and Data

All Compass products are built on Veeva's common data architecture across software and data products to accelerate insights and increase efficiency. Products share a common definition for data attributes like brands, doctors, products, and interactions. This allows sales, medical, and marketing teams to work together in a coordinated, customer-centric, and compliant way.

Compass Patient is connected with Veeva CRM and Veeva Nitro. Compass Patient and Compass Prescriber are connected via Veeva IDs with Veeva OpenData and Veeva Link.

Learn more about how Compass can help you accelerate commercialization.
Request more information at **veeva.com/compass**

Learn more at veeva.com/compass | **925-452-6500**