

Deep KOL Data for Better Engagement

Veeva Link Key People enables more relevant engagement with medical and scientific experts

Vink Key People & Swen. Alawan Sweden Strate Andrew Strate		
George Smith, MD, PhD		
Director at Yale University Medical Conter		
35 Park Street, Nrw Heven, Connecticut, 06511, UB		
🗠 george smithig sale edu 💽 (gibrid Smith 🔛 View Linkedin Profile		
Overview T Scientific Collaboratoris Interactions Digital Clinical		
Adhiba Dauffide Unit General Diptilippent III Galder III Adhibe		
/Mildon		
Patrician Schola Warten Vice France Factor Standard Stream Prince		
Vide Stern Honorithmatik - Vide NeuroResearker VIV-RPL (Beiliger Ganzer Hauseluk Care Ganise L		
Associations		
Anericar Anadator http://anar Festivation ANDE, ENDIS Camelities Instal of		
Carvos Nervestos Silevanti los totas el los es CIMES. Ner lis ann Caevanne Soenthellenev Cauvel Claudiant - Ministry Nacional Societa de Societa		_
Skow of 22 modelstems		
Char New York	28M	
Later Standing Berns		Training Material Dama
Later the later is the set of the		Training Meteorie Come
Les tanta la faire la constante de la constante de la constante de la constant		Training Materia Come
Later the later is the set of the		Training Motoria Dama
Const fution from Constraints	n 12 Ten Ean Bandhara 12 Sattanan	Training Motoria Come
Controllections Control of Contro	n 12 Ten Ean Bandhara 12 Sattanan	Reiney Marcel Carrow Reine Reine Reine Reiner
Constraints and a constraint investor of a constraint of a con	173 Bin San Yi Bahawaya Cir P(3) engaine second beaut	Crest
Long funds faired faired faired and the second seco	And the fact of the second sec	U 10.00
Constraints Marine Constraints	And the fact of the second sec	
Constraints of a second	And the fact of the second sec	

What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they collaborate with, their patient mix, and even their social media activity. Veeva Link Key People brings all this information together in one place to power value-driven interactions.

Business Benefits

- Find the right people identify and prioritize all relevant scientific, digital, and clinical leaders
- Grow relationships find new opportunities to engage and leverage the most relevant talking points
- Power your AI fuel innovation and enable additional use cases with Link's accurate, structured, and connected data

The Industry Trusts Link

15/20 top biopharmas

use Link Key People

12/20 top biopharmas standardized across TAs 95% renewal rate 77% of users report better engagement

Why Link Key People?

Trusted Data

Machine learning combined with human curation ensures data with unrivaled depth and accuracy.

Proven Adoption

Link's intuitive interface and CRM integration leads to high user adoption across teams.

Rapid Innovation

Veeva Link is relentlessly innovating to deliver maximum value across the organization.

Veeva Link Key People

- Scholarly Publications
- 🥙 Educational Background
- Scientific Events / Congresses
- 😫 Clinical Trials
- 🔗 Clinical Guidelines
- 😥 Payments / Transactions
- 😣 Patient Mix
- Industry Collaborations
- 😵 Scientific Associations
- Healthcare Organizations
- # Social Media



Features

Deep data

- Data accuracy and coverage enabled by years of machine learning and validated by 2,000+ experienced data curators
- · Insights across all therapeutic areas
- Data updated with high frequency

Seamless integration across Veeva products and beyond

- CRM Connector provides KOL insights
 using account and territory views
- Tailored information and compliant data views in Vault CRM for both medical and commercial teams
- CRM Events Management Connector visualizes Link profiles in Vault CRM Events Management for more informed speaker selection
- Common data architecture enables seamless connections with other Veeva products
- Link Direct Data API available with daily updates for easy consumption in downstream applications

Link Mobile App

Search and view Link Key People profiles on-the-go with the Link mobile app.

Connected insights and intelligence

- Network analysis feature visualizes connections between experts and associations
- In-depth congress insights, including full congress agendas, dates of sessions and contributions, and expert engagement suggestions
- Planned and completed KOL interactions from all customer Vault CRM orgs visualized in Link Key People profiles
- Interactive map to find and filter experts in your territory or a local area
- Current and past company sponsorships and collaborations

Global footprint

- Market insights tailored for each region across 90+ countries
- Data curators are native speakers, ensuring nothing is lost in translation
- Global, regional, and local congress and event information captured months ahead of time

Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Purchased data in compliance with all applicable privacy and data protection laws
- Meets highest security standards and GDPR requirements
- Operates according to ISO quality standards (27001:2013, 27017:2015, 27018:2019 certified) with regular audits and penetration tests
- Low impact on IT and administrative resources

Unique datasets

- Unrivaled depth and breadth covering 150,000 annual congresses and events and 58,000+ associations
- Education summary including medical school, residency, and fellowships
- Career highlights and activity over the last 10 years reveal the experience, focus, and goals of KOLs
- Clinical leader scores using US claims summary data, powered by Veeva Compass

Copyright © 2025 Veeva Systems Inc. All rights reserved. Veeva, V, Vault and Crossix are registered trademarks of Veeva Systems Inc. Veeva Systems owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.