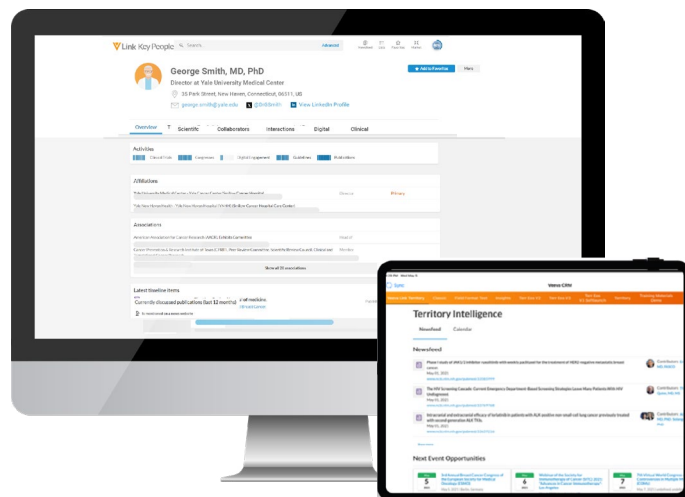# Veeva Link
Key People

Deep KOL Data for Better Engagement

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

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	13/20	95%	77%
top biopharmas use Link Key People	top biopharmas standardized across TAs	renewal rate	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.

Scholarly Publications
Educational Background
Scientific Events / Congresses
Clinical Trials
Clinical Guidelines
Payments / Transactions
Patient Mix
Industry Collaborations
Scientific Associations
Healthcare Organizations
Social Media

Deep KOL Data

Medical Affairs
Sales
Marketing
Analytics
Clinical
Market Access
Executives

Features

Deep data

- Data accuracy and coverage enabled by more data curation than the rest of the industry combined
- AI based on 30 million human curator hours
- Insights across all therapeutic areas
- Data updated with high frequency

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
- Over 1 million social media handles, a digital activity overview including X posts and podcasts
- An AI summary with aggregated insights

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

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

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

Link Mobile App

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