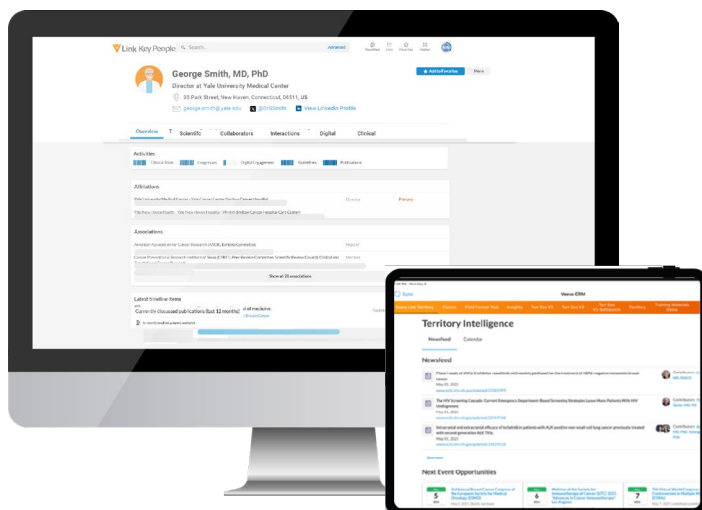


# Veeva Link

## Key People

The leading solution for customer intelligence

Veeva Link 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 real time to power value-driven interactions.

### Business Benefits

- **Find the right people** – identify and prioritize all relevant scientific, digital, and clinical leaders
- **Stay up to date** – keep track of their scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails
- **Personalize engagements** – find new opportunities to engage and leverage the most relevant talking points

### The Industry is Moving to Link

**10/10**  
top biopharmas  
use Link Key People

**6/10**  
top biopharmas  
standardized across TAs

**77%**  
of users report  
better engagement

### Tailored to Your Disease Ecosystem

Veeva Link Key People provides insights on experts in all major therapeutic areas.

- Addiction Disorders
- Aesthetics
- Bacterial Infections
- Cardiology
- Dermatology
- Endocrinology
- Equitable Care
- Gastroenterology
- Gynecology
- Hematology
- Hepatology
- Nephrology
- Neurology
- Obesity
- Oncology
- Osteology
- Ophthalmology
- Orthopedics
- Pain
- Psychiatry
- Respiratory
- Rheumatology
- Urology
- Vaccines
- Virology

## Features

### Deeply curated profiles

- Data accuracy and coverage enabled by years of machine learning and validated by 2,000+ experienced data curators
- Scientific publications updated daily

### Unique datasets

- Unrivaled depth and breadth covering 850,000+ local and national congresses and 80,000+ associations
- US education summary including medical school, residency, and fellowships
- Career highlights and activity over the last 10 years
- Clinical leader scores using US claims summary data, powered by Veeva Compass

### Global footprint

- Market insights tailored for each region across 85+ countries
- Data curators are native speakers ensuring nothing is lost in translation
- Global, regional, and local event information captured months ahead of time

### Real-time intelligence and insights

- 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 HCP customer calls from all customer Veeva CRM orgs visualized in Link profiles
- Interactive map to find and filter experts in your territory or a local area
- Current and past company collaborations

### Seamless integration across Veeva products

- Real-time intelligence using account and territory views
- Tailored information and compliant data views in Vault CRM for both medical and commercial teams
- Link profiles visualized in Vault CRM Events Management for more informed speaker selection
- Common data architecture enables seamless connections with other Veeva products

### 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
- 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.

## Insights on Key People

Identify recognized and emerging experts, including scientific, digital and clinical leaders, and gain a more nuanced understanding of the therapeutic area ecosystem.

- |                      |                     |                        |                       |                |
|----------------------|---------------------|------------------------|-----------------------|----------------|
| • Scientific Leaders | • Physicians        | • Pharmacists          | • Researchers         | • Dieticians   |
| • Digital Leaders    | • Emerging Experts  | • Physician Assistants | • Industry Officials  | • Therapists   |
| • Clinical Leaders   | • Patient Advocates | • Nurses               | • Nurse Practitioners | • Optometrists |