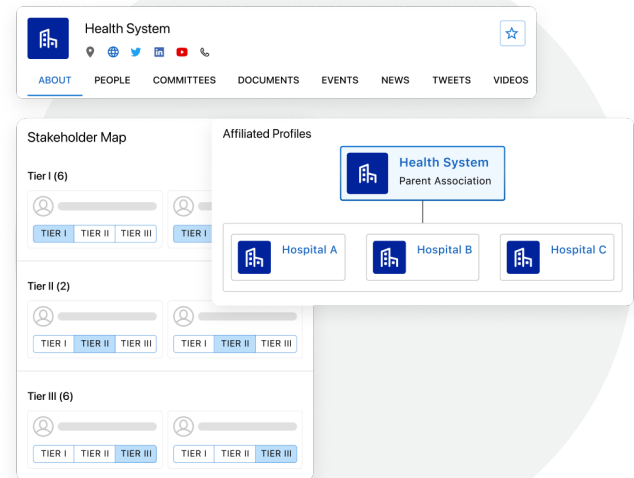**Veeva Link**
Key Accounts

Deep Data for Key Account Management

Identify and build relationships with formulary decision makers at hospitals and payers

How much time does it take to truly understand your accounts? With Veeva Link Key Accounts, you can quickly find decision makers, stay up to date with accounts, and save time on research. This frees up account managers to focus on what truly matters – building relationships that drive mutual success.

Business Benefits

- **Find new decision makers —** Identify who makes formulary decisions at hospitals and payers.
- **Stay up to date on your accounts —** View deep profiles and receive notifications about people and account changes.
- **Save time on research —** Maximize your focus on building customer relationships.

Account Insights

Link Key Accounts streamlines research by providing a single, trusted source of deep account data.

Account types

- Health systems / IDNs
- Hospitals
- ACOs
- National and regional payers
- GPOs, PBMs, and specialty pharmacies
- Medical schools

Account profiles

- Affiliations
- Patient claims
- Documents (formularies, guidelines, policies, etc.)
- Quality measures (CMS)
- AI summaries

People types

- P&T committees
- Executives
- Pharmacy leaders
- Medical directors
- Department leaders

People profiles

- AI summaries
- Affiliations
- Patient diagnoses
- Publications
- Events
- People connections and networks
- Social media
- Sunshine Payment Act data

Real-time intelligence

- Instant notifications about people and account changes
- Events, videos, and scientific activities

Personalized updates

- Grow your network
- Stay up to date on your accounts

Deepen Account Relationships

Top Features

✓ **Deeply curated account profiles**

Access up-to-date, comprehensive profiles validated by hundreds of data curators. Save time with AI summaries.

✓ **Relevant account stakeholders**

Find new decision makers and influencers within accounts. Get introduced to new stakeholders through mutual connections you discover.

✓ **Comprehensive quality metrics (CMS)**

Gain visibility into hospital metrics such as length of stay, readmission rates, and mortality rates to find underperforming HCOs and assess the impact on financial performance.

✓ **340B hospital designation**

See hospitals with 340B designation and historical changes to understand cost structure, purchasing power, and treated populations types.

✓ **Patient claims**

Analyze annualized patient volumes for specific diagnoses to identify high-volume hospitals and HCPs, as well as the drug classes and procedures they prescribe or perform.

✓ **Comprehensive account documents**

View the latest documents (scientific, formulary, guidelines, strategy, organizational, and financial) in one place.

✓ **Latest events**

Track and view account-related congresses, local workshops, and webinars.

✓ **Personalized newsfeed and alerts**

Build a list of favorite accounts and decision makers to receive timely notifications on their latest activities.

✓ **Seamless integration with Veeva CRM**

Enhance the user experience with account insights shown in Vault CRM MyInsights. Data is embedded in the CRM account record and account plan.

✓ **Data files**

Consume Link data in custom applications and enrich your existing data for prescriptive analytics.

✓ **Secure, rigorous compliance**

Stay compliant with data that meets the highest security standards and GDPR requirements. Veeva Link uses publicly available data sources and carefully controls data access.

ACCOUNT BASED ECOSYSTEM

KEY ACCOUNTS
Deeply curated profiles

SCIENTIFIC PUBLICATIONS · SOCIAL MEDIA · EVENTS / CONGRESSES · NATIONAL GUIDELINES · NEWSFEED · PEOPLE SEARCH · VIDEOS · COMMITTEES · ACCOUNT DOCUMENTS · NEWS