

Veeva and MILE: Shaping a Customer-First Future for Medical Information




Access to medical information — evidence-based or not — is growing. Life sciences companies face heightened competition from unreliable sources of information. This presents both a challenge and an opportunity: to put the customer first and ensure trusted, evidence-based medical information cuts through the noise to reach HCPs and patients at their point of need.

Embracing innovation and collaboration will be pivotal to succeed. Veeva is proud to join **MILE** as an Alliance Partner and contribute to shaping this customer-first future for medical information.

Partnering to advance access to trusted medical information

As an Alliance Partner, Veeva will collaborate directly with MILE and its member companies to develop innovative solutions to medical information's most pressing challenges. By working together, we can ensure that HCPs have the tools they need to make informed decisions and deliver the best possible care.

PARTNERSHIP GOALS:

-  **Elevate awareness** of medical information services.
-  **Improve accessibility** of medical information resources.
-  **Deliver innovation** to enhance the customer experience.



Across the board, we need to close the gap between ourselves and our customers. Veeva is creating innovative solutions to help us put those pieces together.

Michelle Bridenbaker
Vice President, MILE

Effectively leveraging technology plays a key role in disseminating medical information, and we're excited to be part of the collaboration advancing these practices.

Callum Hawes
Senior Director,
Vault Medical Strategy, Veeva