Veeva OpenData

OpenData Europe Enhancements 22R1

March 2022

Veeva

Save The Date

22R1 Pre-Release
Q&A Webinar

Production
Release

29
MAR

08
APR

Important Disclosures

The following is intended to outline Veeva's general product direction. It is intended for informational purposes only and does not form part of any contract. It is not a commitment to deliver any specific functionality and it should not be relied upon in making purchasing decisions. Features and functions described in this document will be released commercially only when and if they become available. The development, release, and timing of the features or functionality of Veeva's products remains at the sole discretion of Veeva.
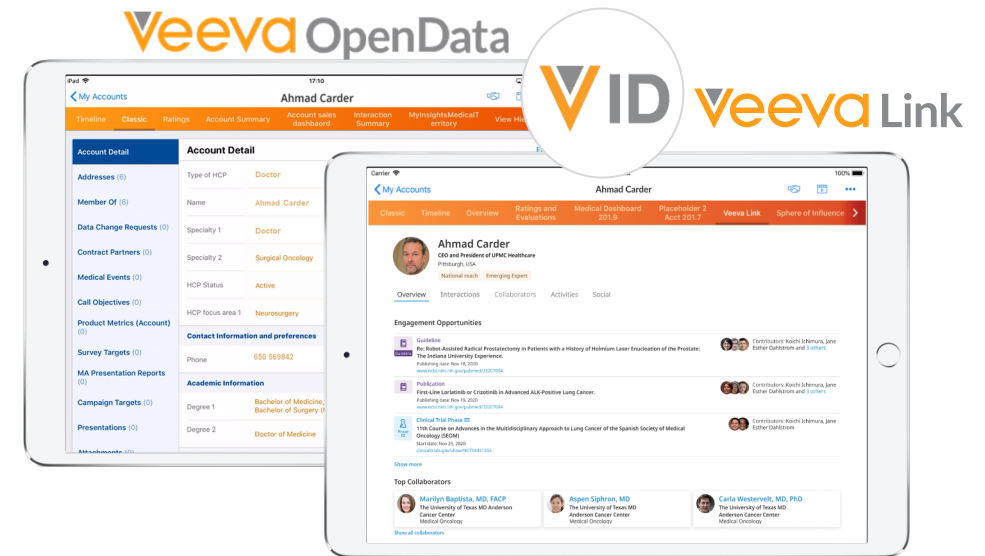
Connected Data with Veeva Link and OpenData

Integrate your reference data with real-time customer intelligence
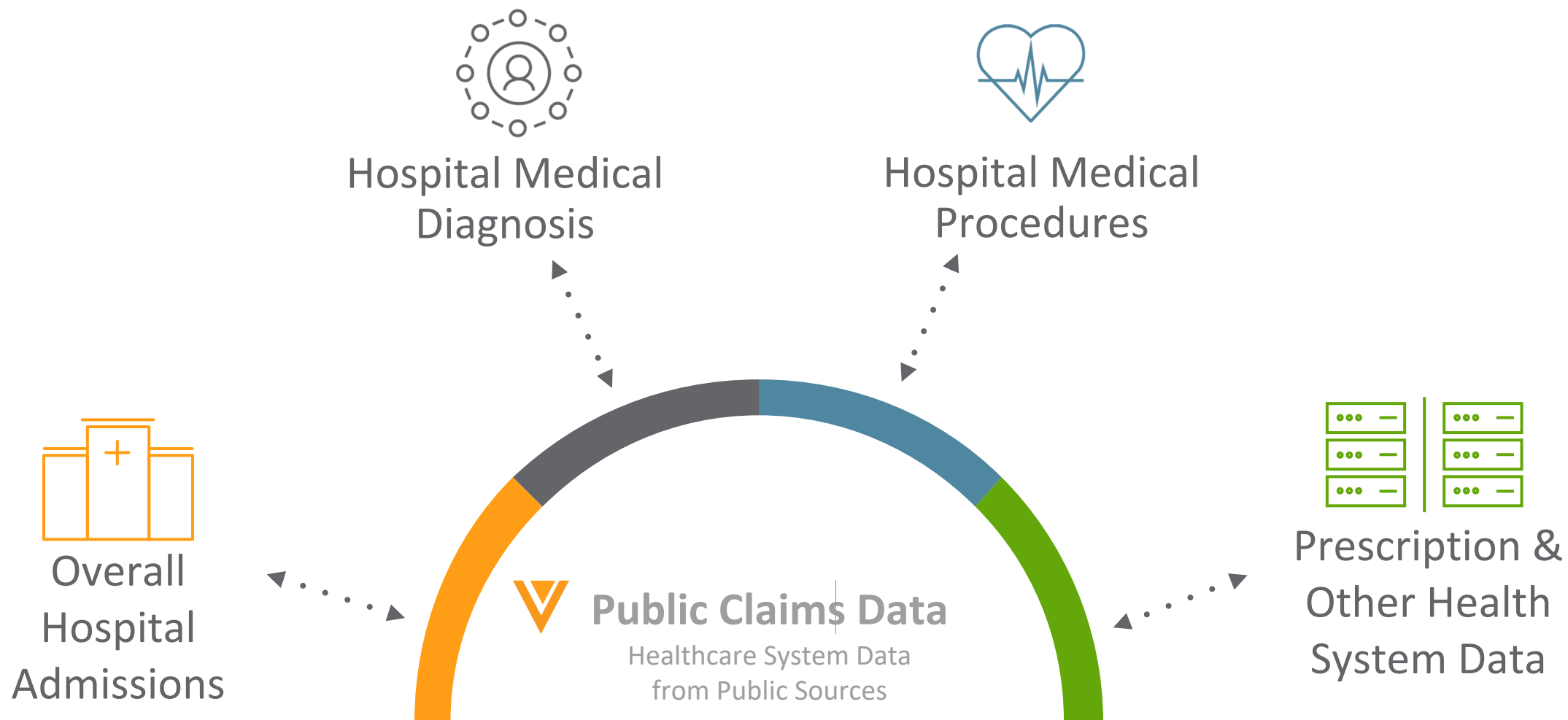
Common data foundation

- All Key People from Link available in OpenData
- No HCPs missing in Veeva CRM
- No integration effort to align and match
  Key People profiles with CRM records

Seamless user experience

- 360° view of the customer ecosystem
- Access Link profiles directly in Veeva CRM
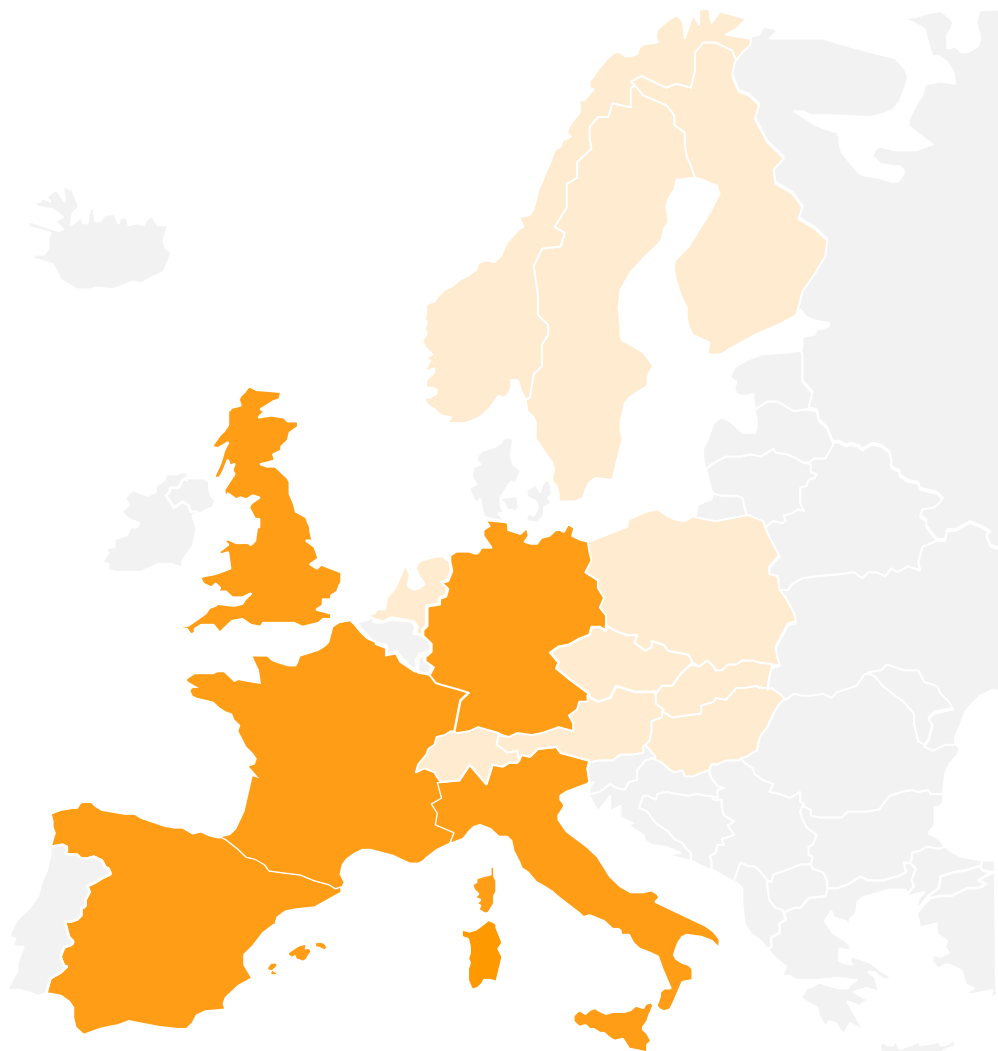- No wasted time searching for profiles

Public Claims Data: Early Adopter Release

Hospital Medical Diagnosis

Hospital Medical Procedures

Overall Hospital Admissions

Public Claims Data

Healthcare System Data from Public Sources

Prescription & Other Health System Data

Public Claims Data: Status and Roadmap

22R1

- Sign up for 'Early Adopter Package' which includes:
    - Tailored database extracts based on your requirements for 15 European countries
    - 10 days of services support, and
    - Opportunity to co-shape the product roadmap with us

Roadmap for 2022

- 15 countries in Public Claims Data database: EU5 (DE, ES, FR, IT, UK-ENG), AT, CH, CZ, FI, HU, NL, NO, PL, SK, SE
- New patient metrics based on input from 'Early Adopter' partners
- Integration with OpenData for HCO and HCP relevant information

Country available in early adopter package   Country on roadmap for 2022

Admissions   Diagnosis   Procedures   Prescription & other

Email Data

Cultivate untapped channels with HCP emails

Appended to HCP profile at no additional cost for ELA customers

Multiple validation steps (no hard bounces)

Consent preferences linked to HCP and secured through Approved Email

New countries in 22R1: 5 Nordics, Ireland, Hungary
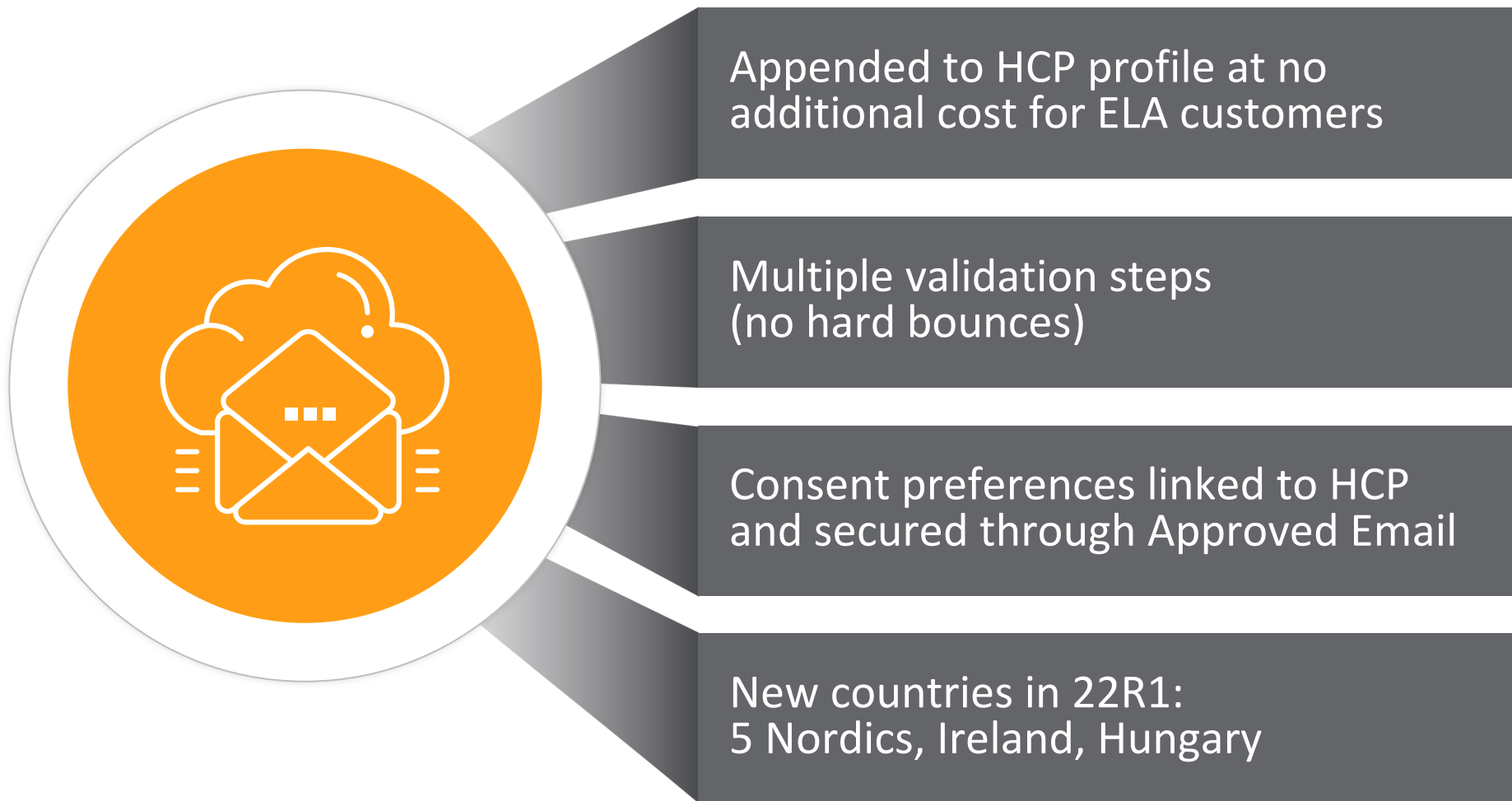
Veeva OpenData Web Reveal

De-anonymize your website traffic using the OpenData API

1 Unknown HCP
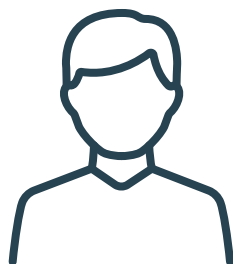
2 Real-time recognition
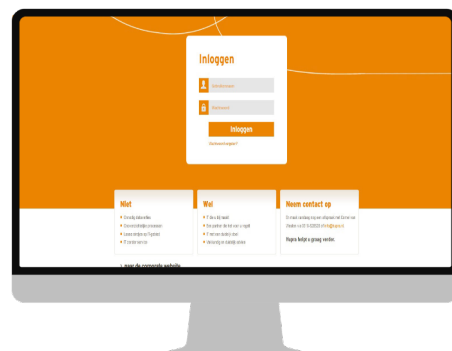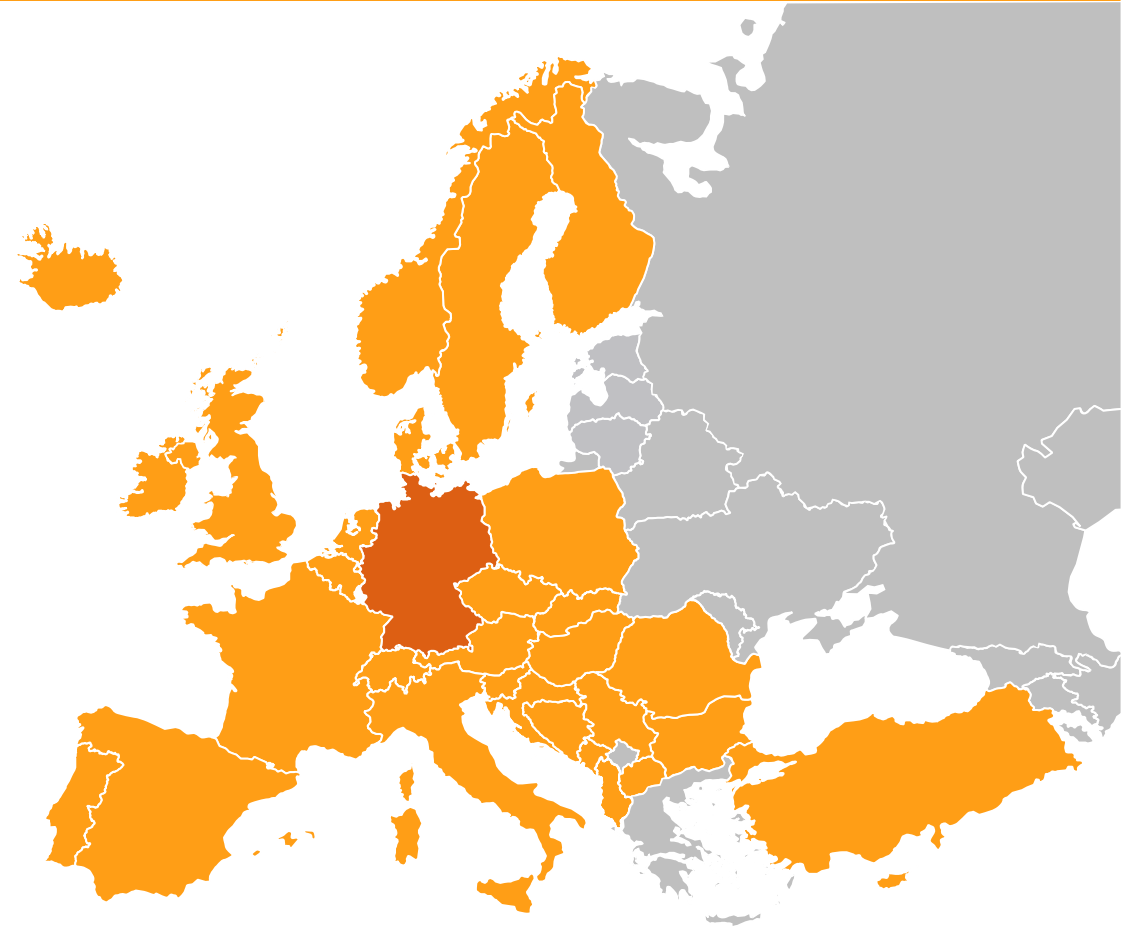
OpenData Web Reveal

3 HCP revealed

OpenData ID:
123xx...

4 Assign HCP to sales
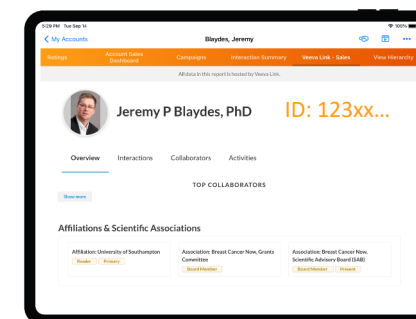
Germany

- Expansion of covered healthcare ecosystem (100,000+ records added including 60,000+ non-prescribing HCPs and business professionals)

- Institutionskennzeichen (IK) numbers for hospitals

United Kingdom & Republic of Ireland

- UK: Proactive validation of Integrated Care Systems (ICS) partnerships and key HCPs
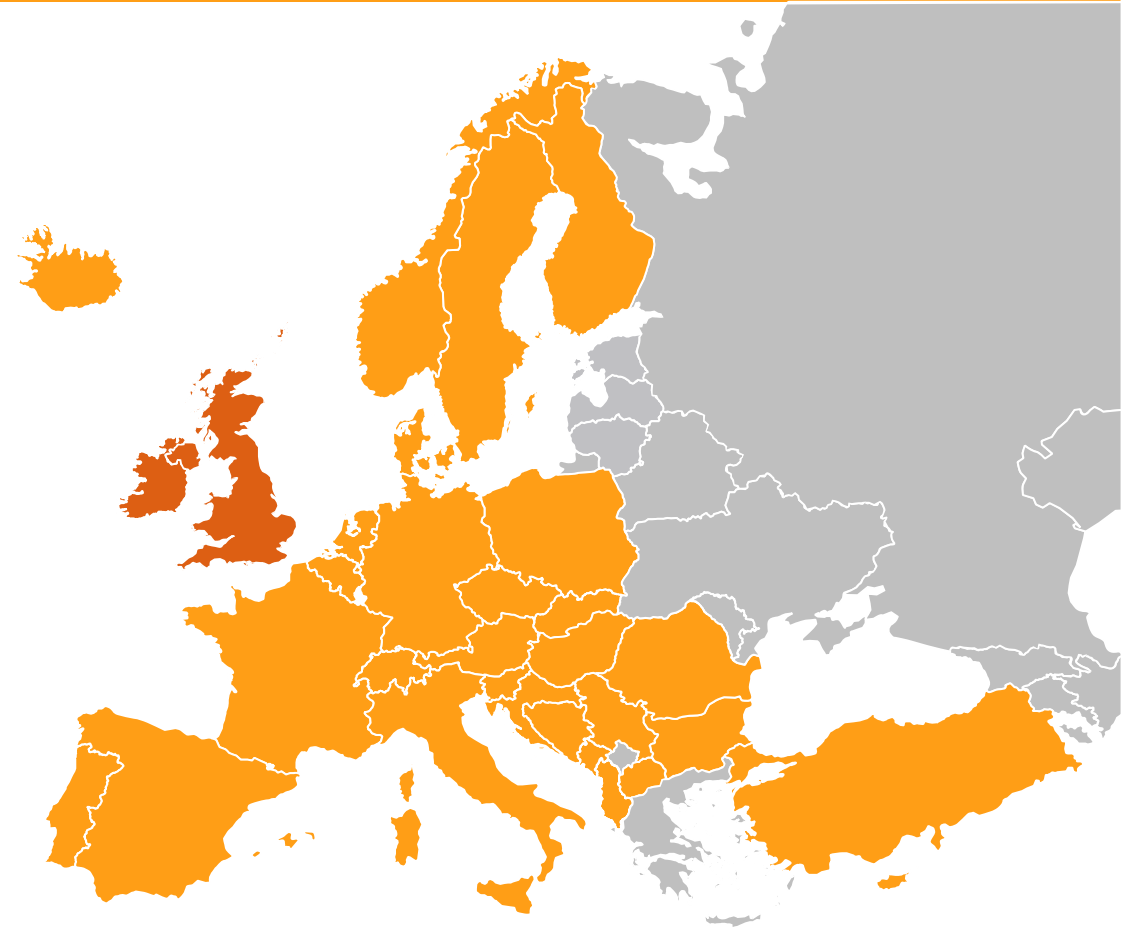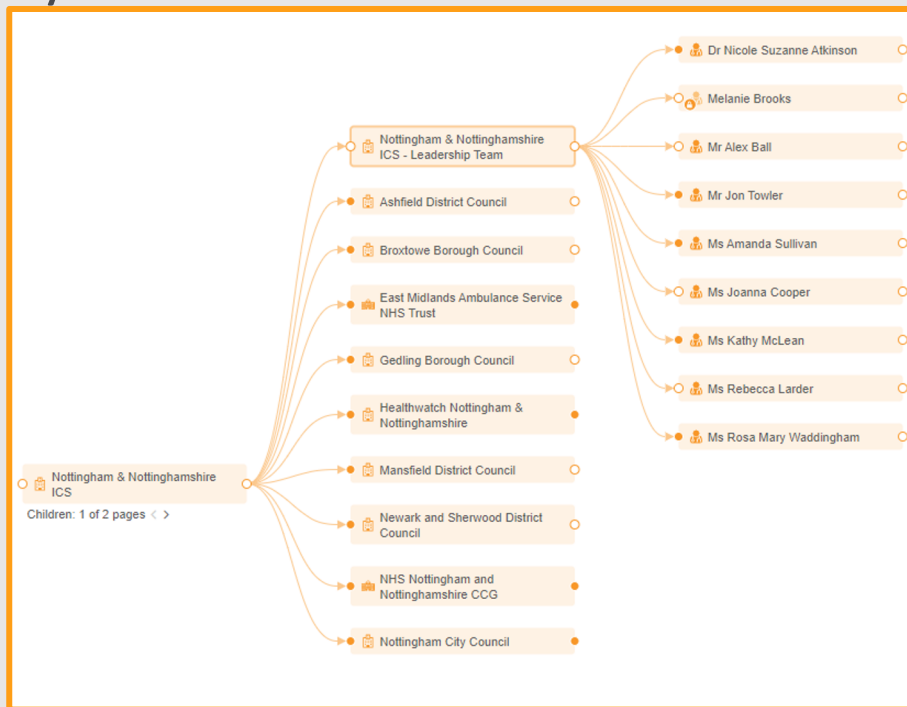
France

- New Professional Activity Mode field available for all Non-Prescribing HCPs:
    - Nurses
    - Physiotherapists
    - Psychologists
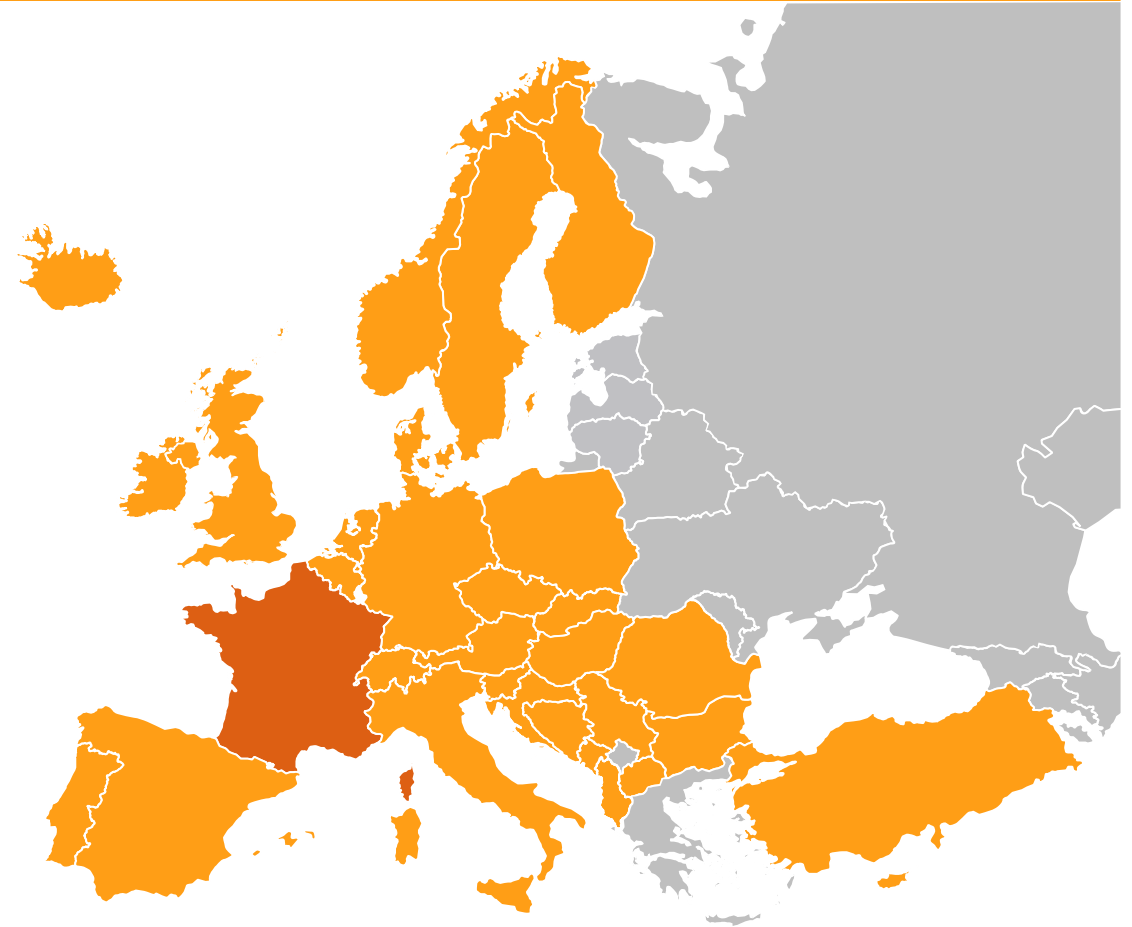
Portugal

- ## New Population: Pharmacy Technicians

- ## New Identifier: Registration ID for Pharmacies → Número do Alvará

Veeva OpenData

22R1 Data Maintenance

130K New HCPs
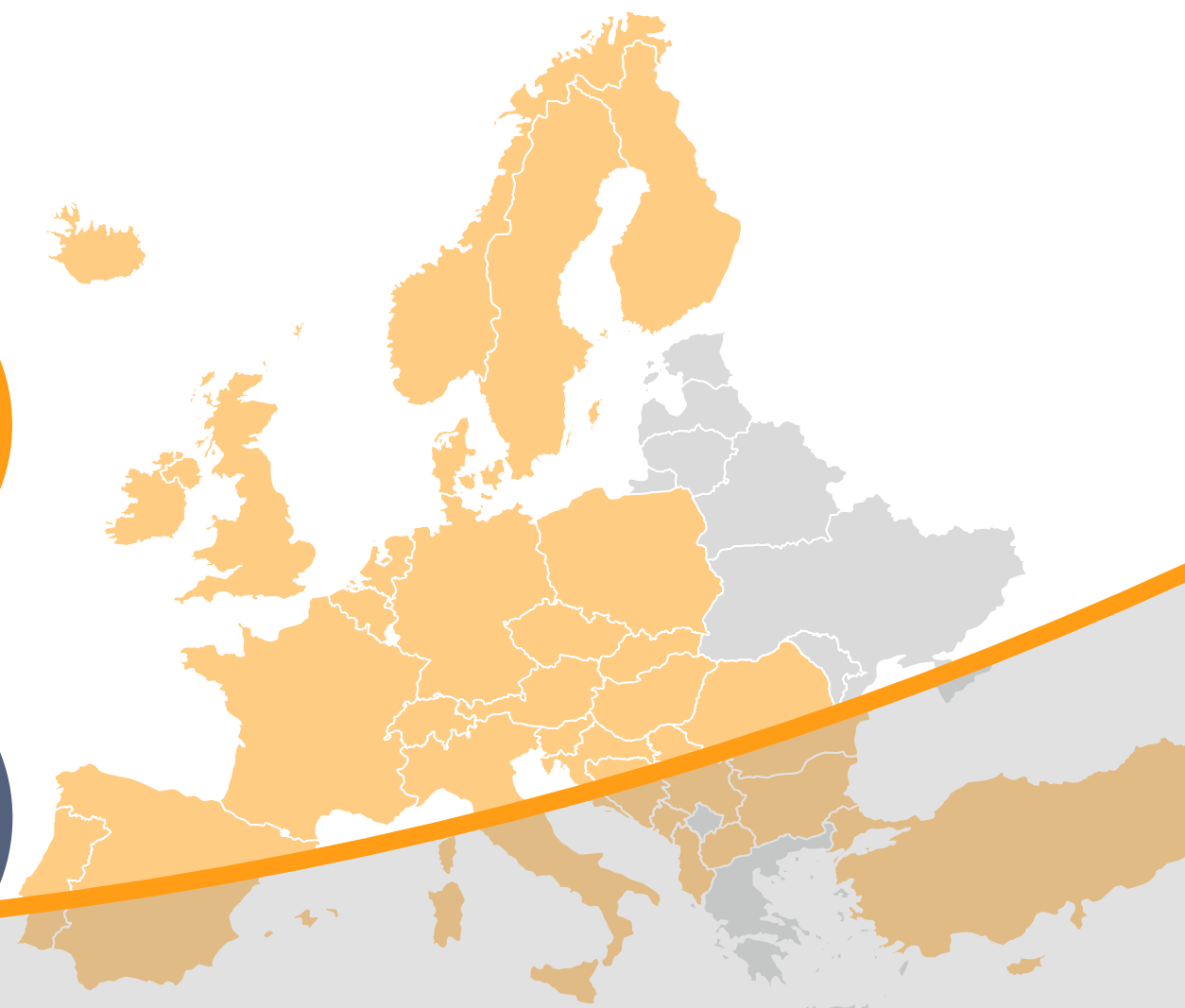
30K New HCOs

1M HCP Updates

230K HCO Updates

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Thank you