

▼veeva OpenData

OpenData Europe Enhancements 22R2

15 August, 2022

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Timeline

22R2 Pre-Release
Video

22R2 Production
Release

01
AUG

15
AUG



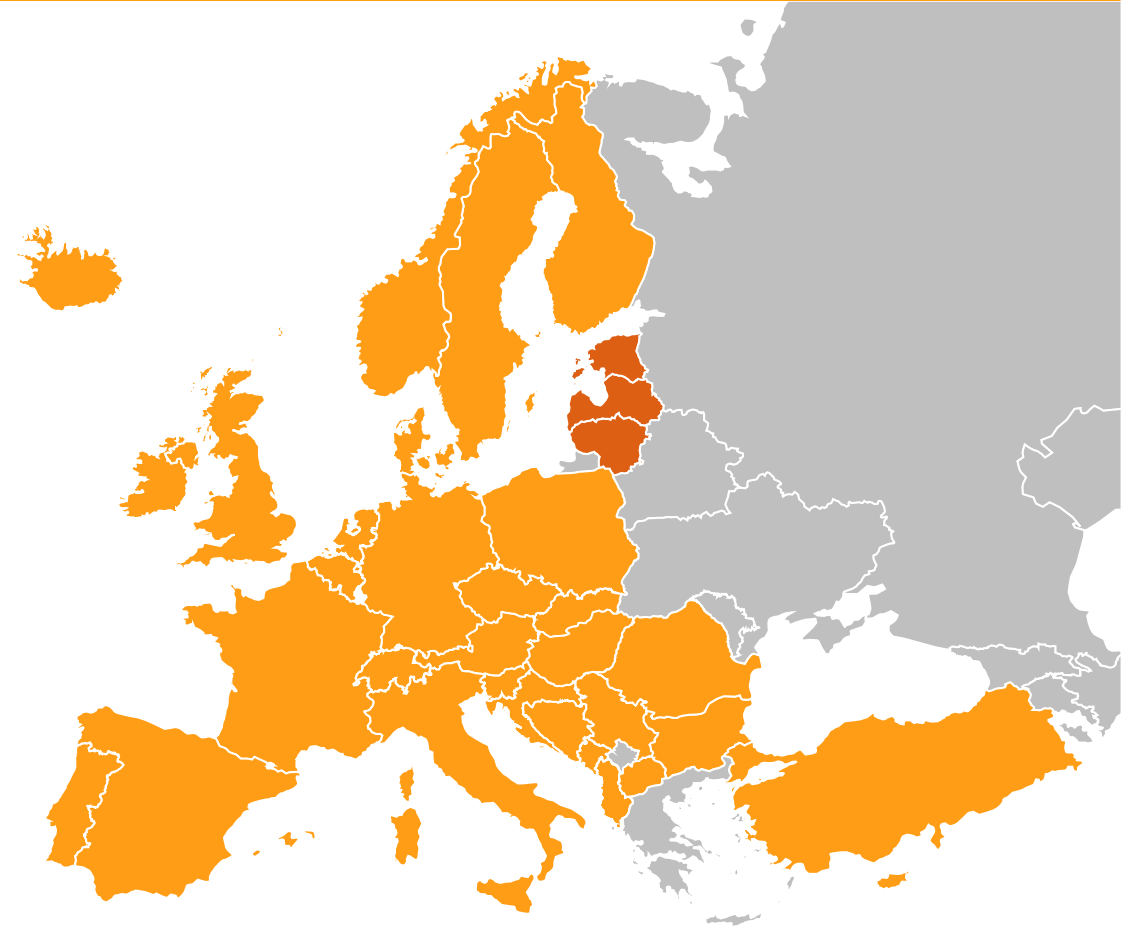
Important Disclosures

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.

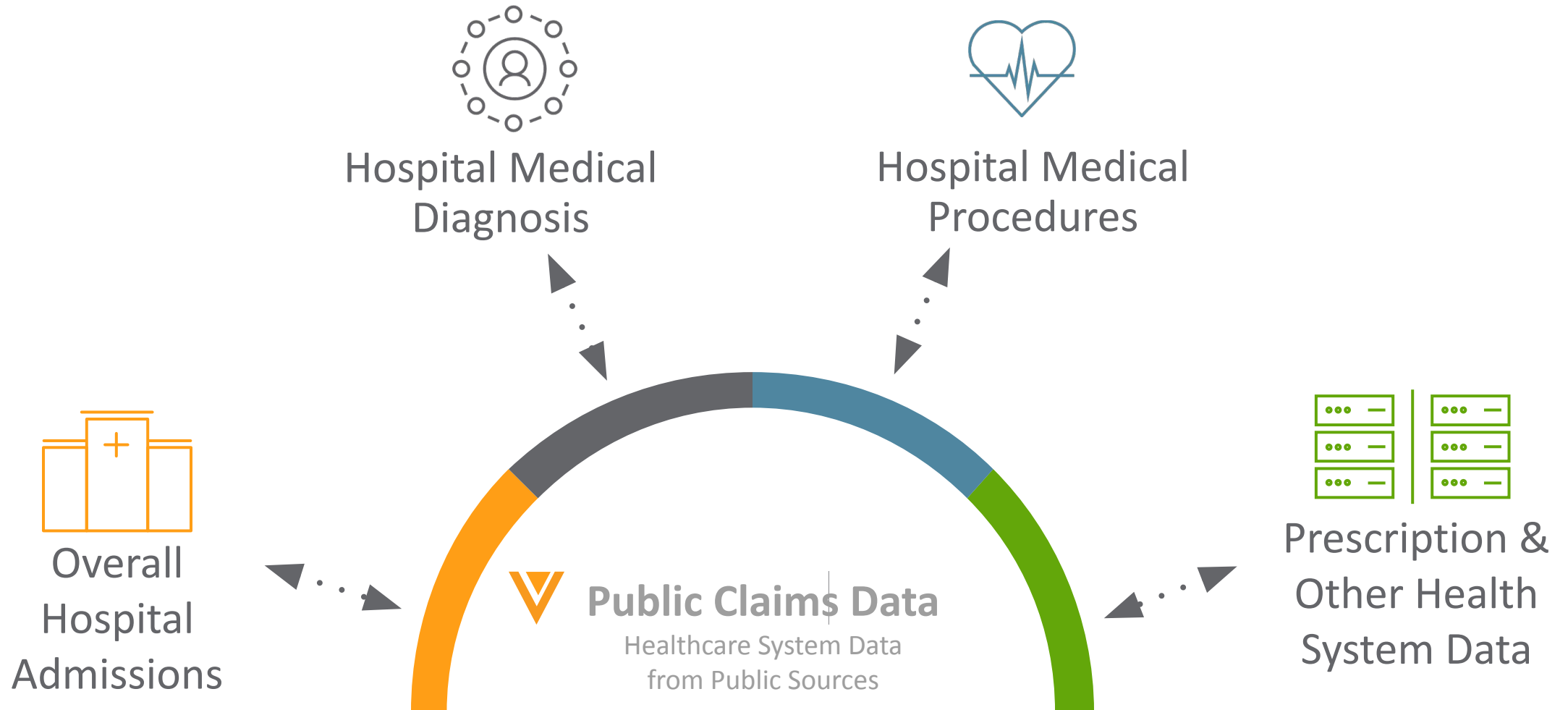


Baltic Expansion

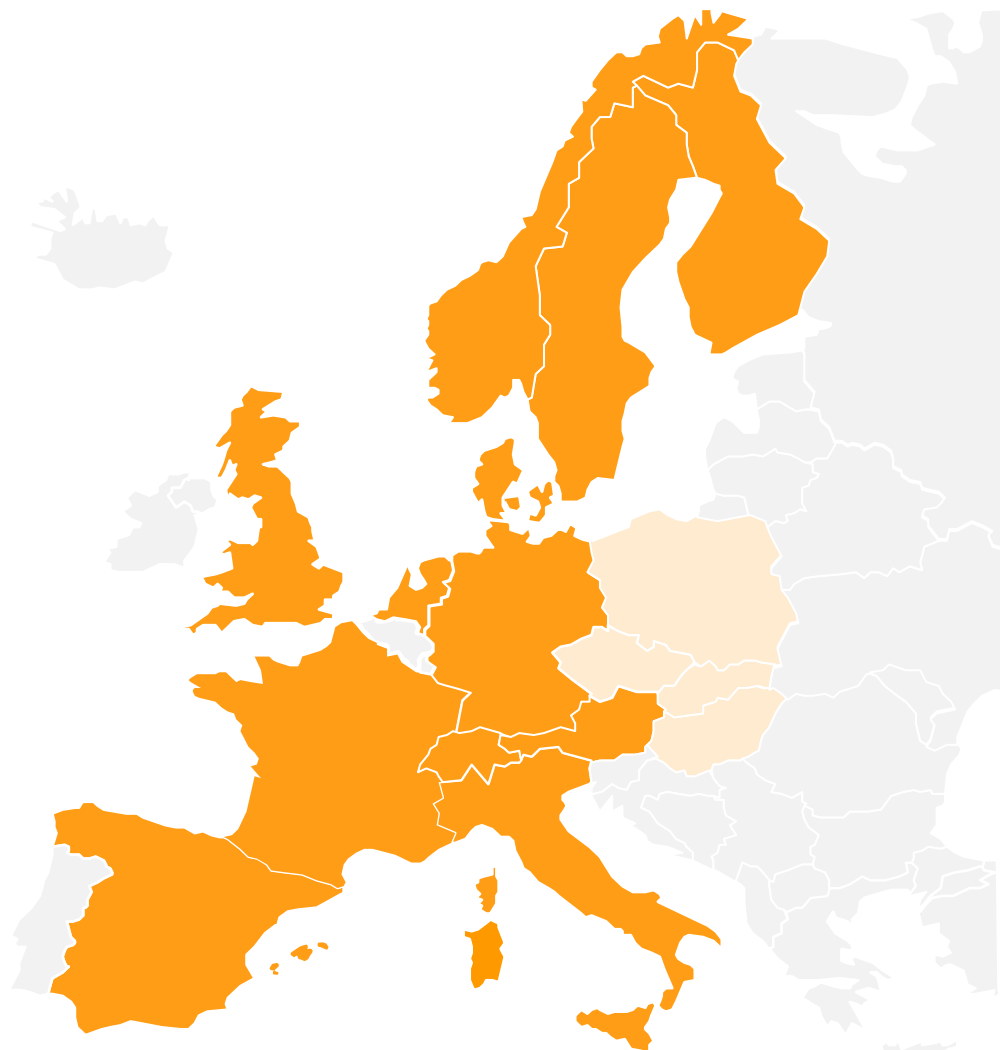
- Adding **3 new countries** to OpenData Europe
 - Lithuania
 - Latvia
 - Estonia
- The Baltics will be commercially available starting on October 01st, 2022



Public Claims Data: Early Adopter Release



Public Claims Data: Status and Roadmap



Country available in early adopter package Country on roadmap for 2022

22R2

- Addition of AT, CH, NL, DK, FI, NO, SE claims datasets in offering
- Integration with OpenData for HCO and HCP relevant information for EU5 (DE, ES, FR, IT, UK-ENG)
- Sign up for 'Early Adopter Package' which includes:
 - Tailored database extracts based on your requirements for as of today 12 European countries
 - 10 days of services support
 - Opportunity to co-shape the product roadmap with us

Roadmap for 2022

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

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 22R2: Austria, Switzerland, Czech, Slovakia, Poland

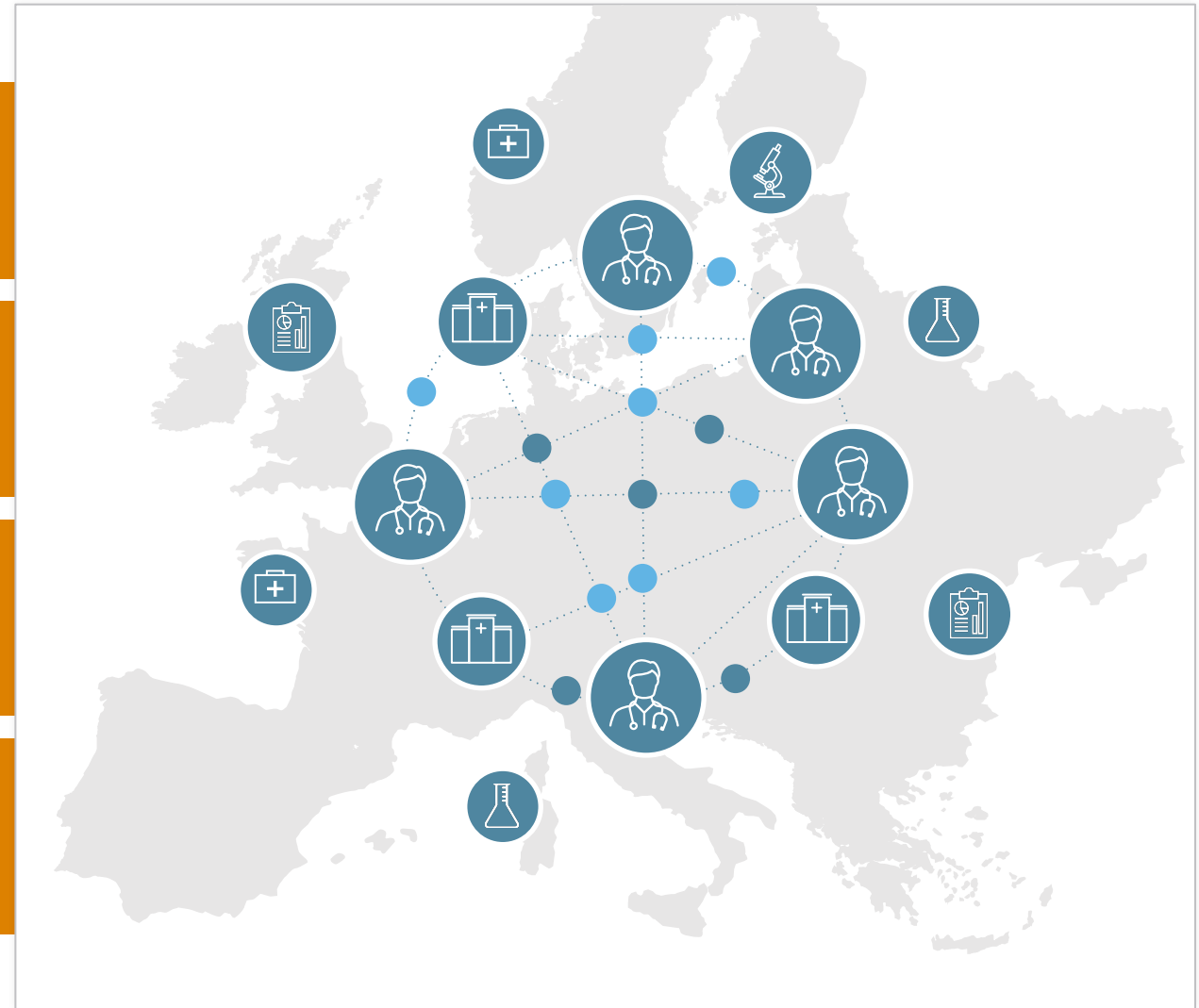
Covering the Complete Healthcare Ecosystem

European Reference Networks
(ERNs)

Virtual networks of rare disease
experts

Cross-border diagnosis and
treatment

24 ERNs, >3,000 affiliated HCPs
across 26 EU countries



European VAT ID

- **European VAT ID** available for OpenData records
- **ID syntax:**
ISO 2-character country code + ID
- This number **guarantees commercial transactions** between companies within the EU and **facilitates customs procedures**
- **Countries available:**
 - France
 - Germany
 - Belgium
 - Netherlands
 - Switzerland



 **Hôpital Armand-Trousseau** ☆

[#hospital](#)

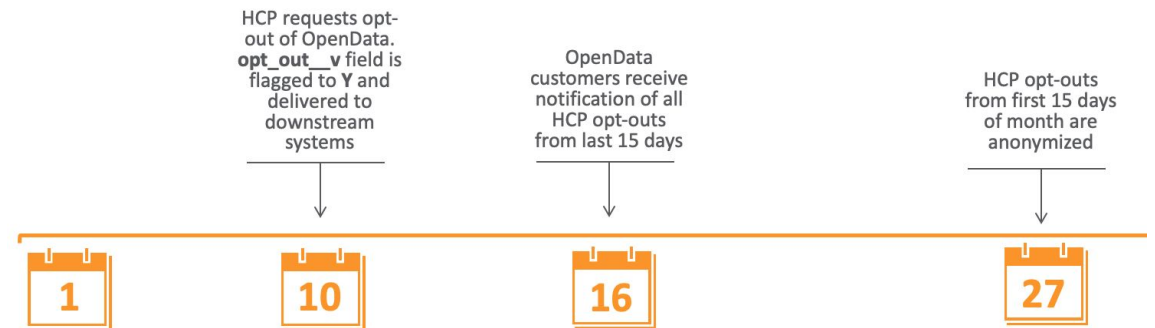
FULL ADDRESS 26 Avenue du Docteur Arnold Netter Paris 75012 Paris
No Primary Specialty defined. Hospital, Teaching and University

Value Added Tax ID

FR95267500452

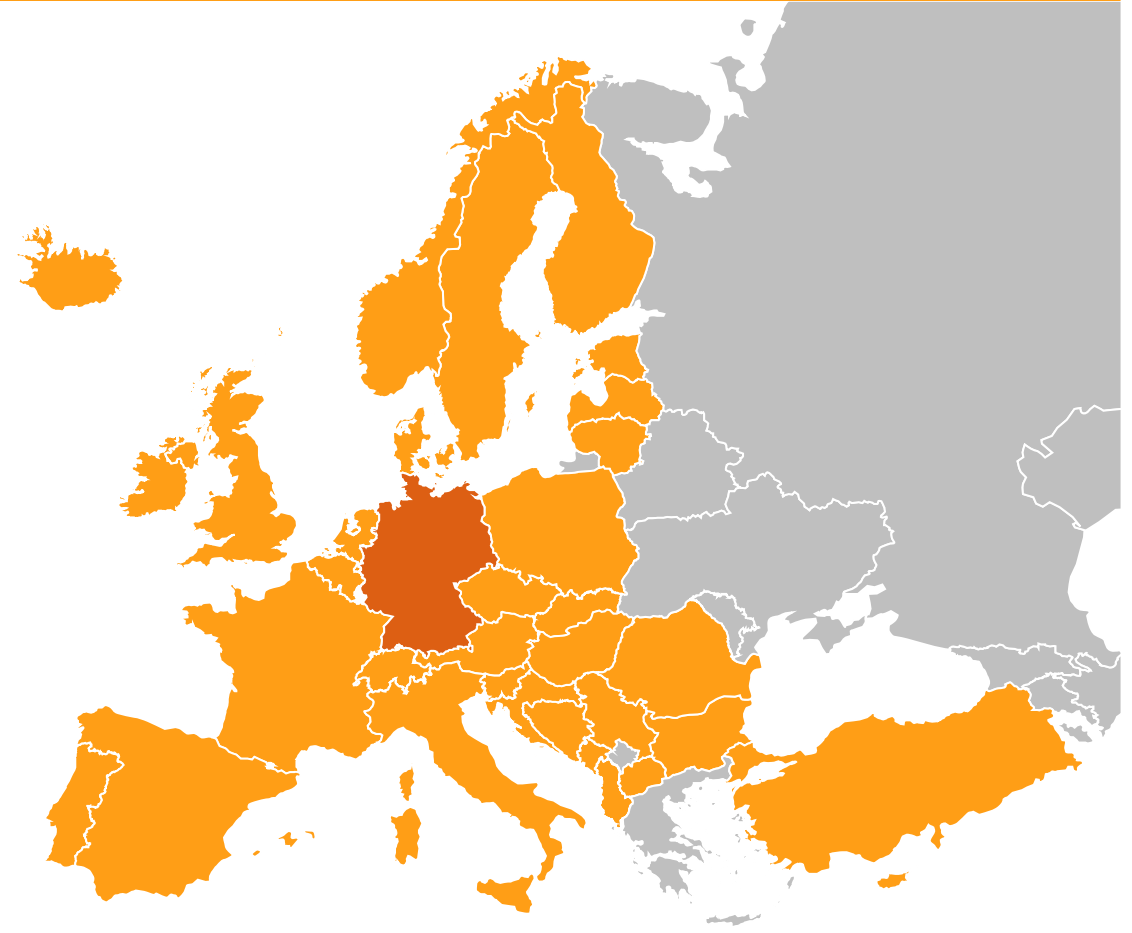
Opt-Out pre-information Flag

- New HCP **opt-out pre-information flag** for OpenData records
- Allows OpenData customers to be **informed immediately** when a HCP has opted out
- OpenData team will **still send the notification email** every 15 days informing you with the list of HCPs who have opted out in the last 15 days



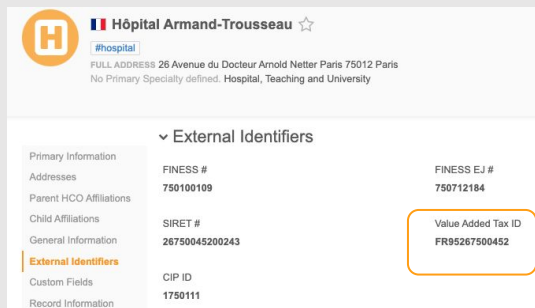
Germany

- Increased **details for pharmacy population** (purchasing groups, pharmacy wholesalers, VAT numbers)
- Added **hospital buying groups**
- Further **expansion of covered healthcare ecosystem** (+50,000 records added, including business professionals, pharmacists and nurses)



France

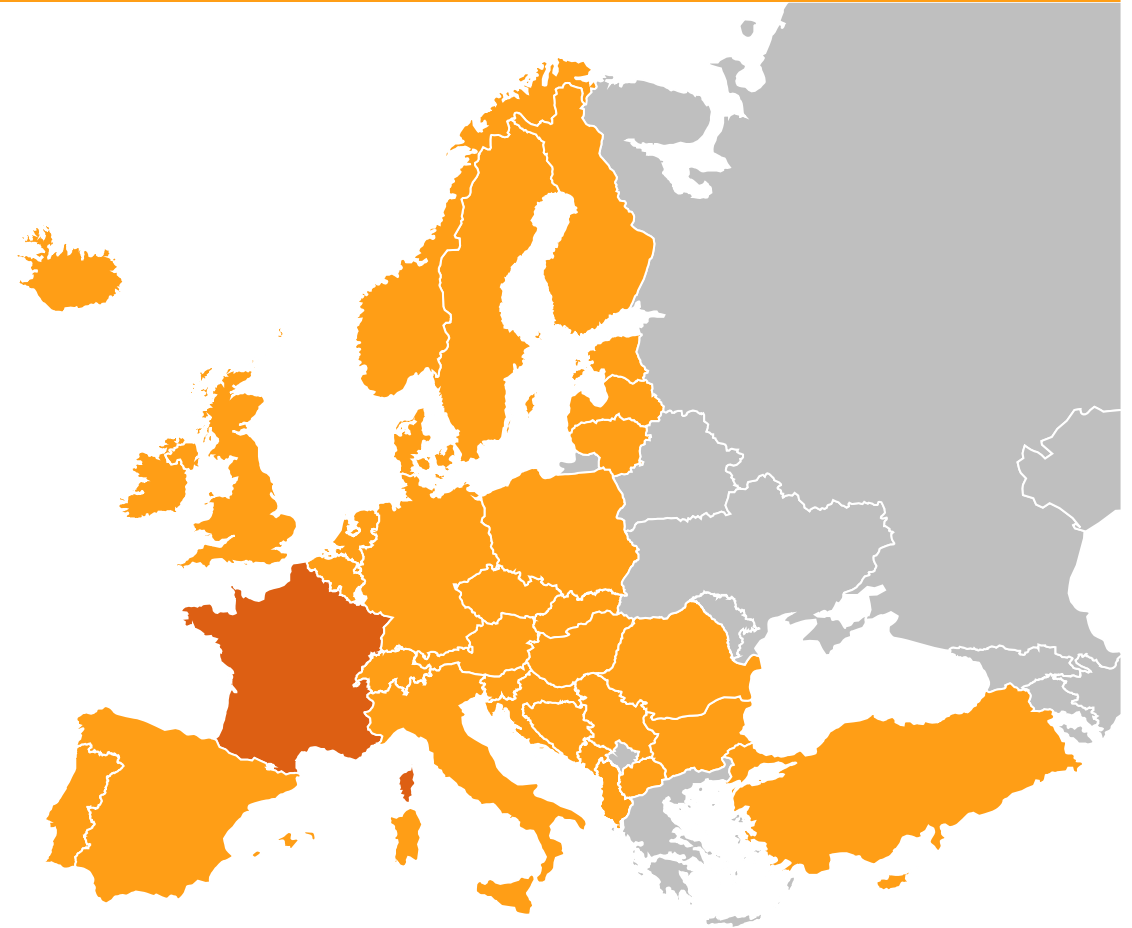
- Introduction of the **EU VAT ID field** with automatic routines to guarantee the validity of the HCP and HCO EU VAT IDs



H **Hôpital Armand-Trousseau** ☆
#hospital
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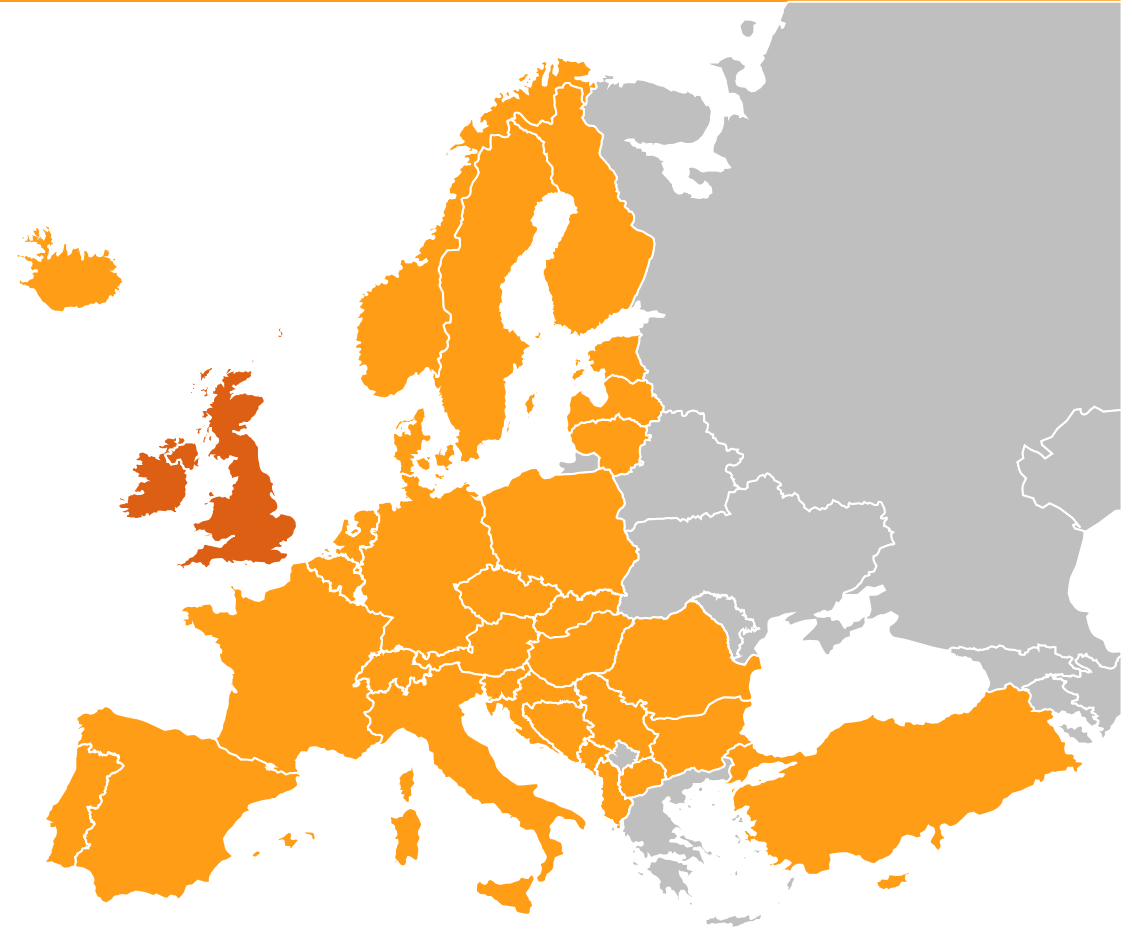
External Identifiers		
Primary Information	FINESS #	FINESS EJ #
Addresses	750100109	750712184
Parent HCO Affiliations		
Child Affiliations	SIRET #	Value Added Tax ID
General Information	26750045200243	FR95267500452
External Identifiers		
Custom Fields	CIP ID	
Record Information	1750111	

- Review and update of **HCP heads in hospital care services**
 - OpenData users can easily identify the right head physician or pharmacist in care services, and been supported with their legal obligations



United Kingdom & Republic of Ireland

- UK: **Integrated Care Boards (ICBs)** & ICB leadership data collection
- UK: Proactive validation of Primary Care Network (**PCN**) nominated **Pharmacy Leads** and **PCN Clinical Leads**
- UK: Proactive validation of the **GP Federations**



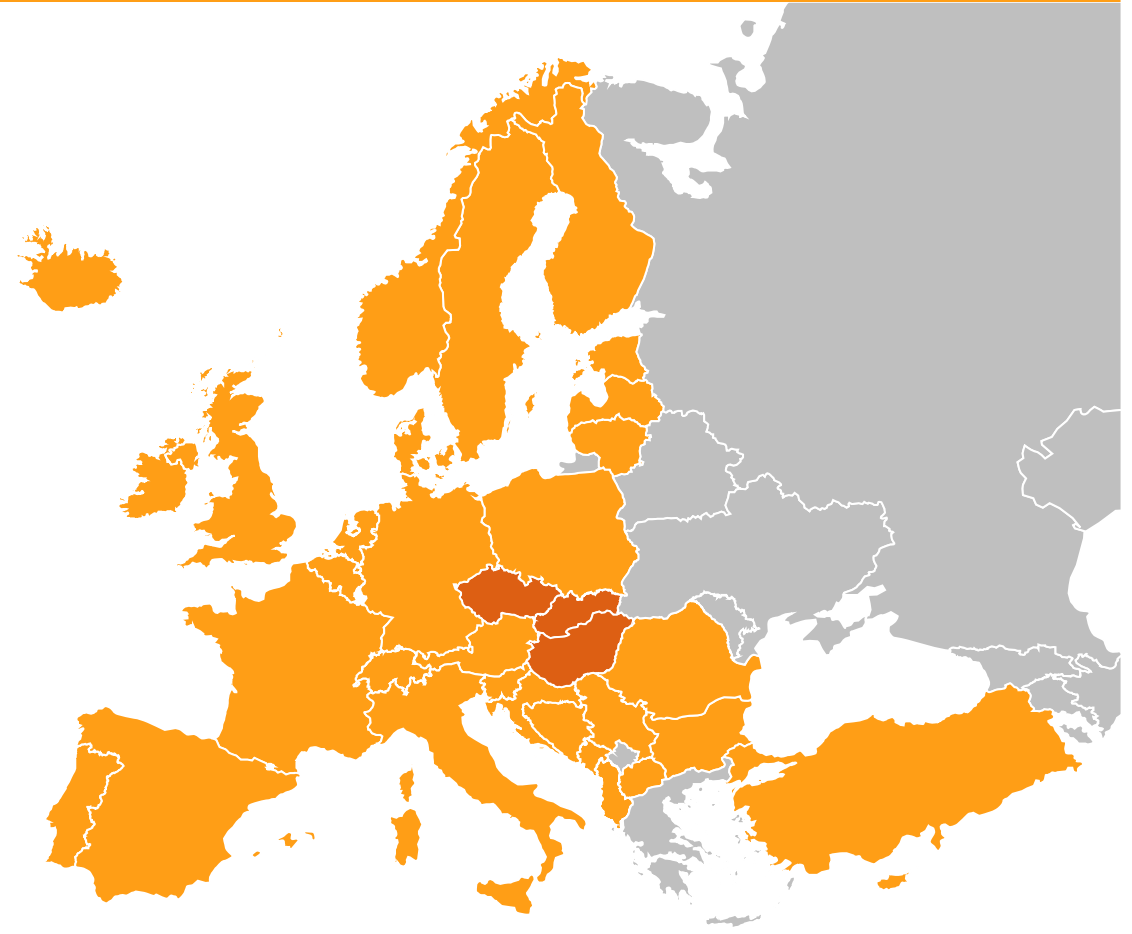
Hungary, Czech Republic & Slovakia

- **Expansion of market access field** towards:
 - Hungary
 - Slovakia
 - Czech Republic
- **Market Access field** flags HCPs and HCOs who play a role in bringing a drug to the market

Dr. Bakos Noémi ☆
/ Rep / #end / #specialist
FULL ADDRESS: Tiszegzi út 21. Székhely 9000. Jász-Nagykun-Szolnok
HCP TYPE: Doctor
PRIMARY SPECIALTY: Dermatology
HEALTHCARE PROVIDER ID: 40013
SOURCE KEYS: H2_MedicalCan, KOL, PCR_Verify_H2_dermatology

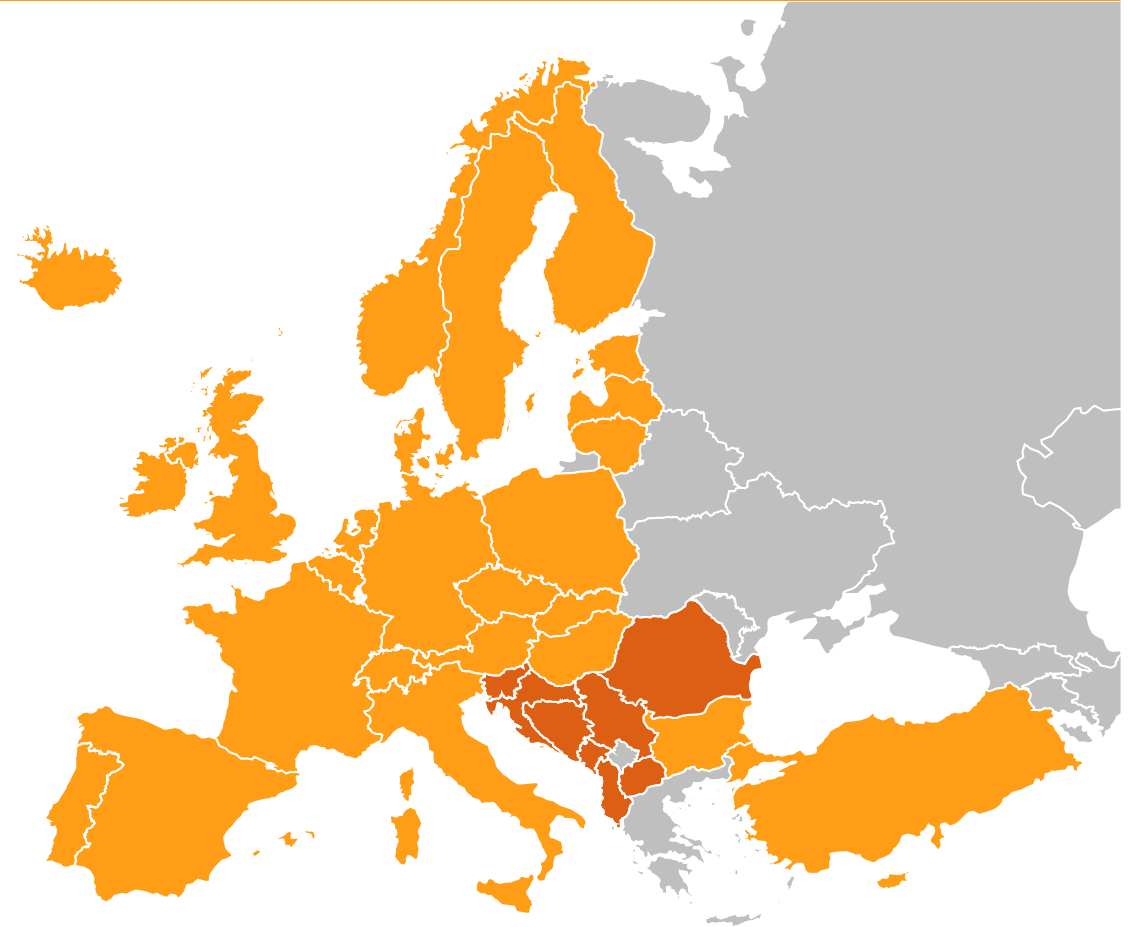
Primary Information

Name Dr. Bakos Noémi	Veeva ID 92976032767225379
HCP Type Doctor	Primary Country Hungary
Professional Title Specialist Doctor	Other Specialties Allergy / Immunology
Primary Specialty Dermatology	Focus Area 2 No value
Focus Area 1 No value	Opt Out? No value
Gender Female	Comments No value
Market Access? Yes/True	HCP Status Reason



Balkan countries

- Network expansion with **over 20,000 pharmacists and pharmacies** in the following Balkan countries:
 - Albania
 - Bosnia and Herzegovina
 - Croatia
 - Montenegro
 - North Macedonia
 - Serbia
 - Slovenia
 - Romania



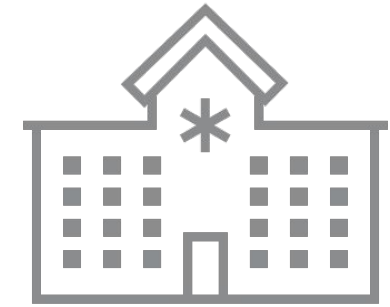
Veeva OpenData

22R2 Data Maintenance



210K

New HCPs



70K

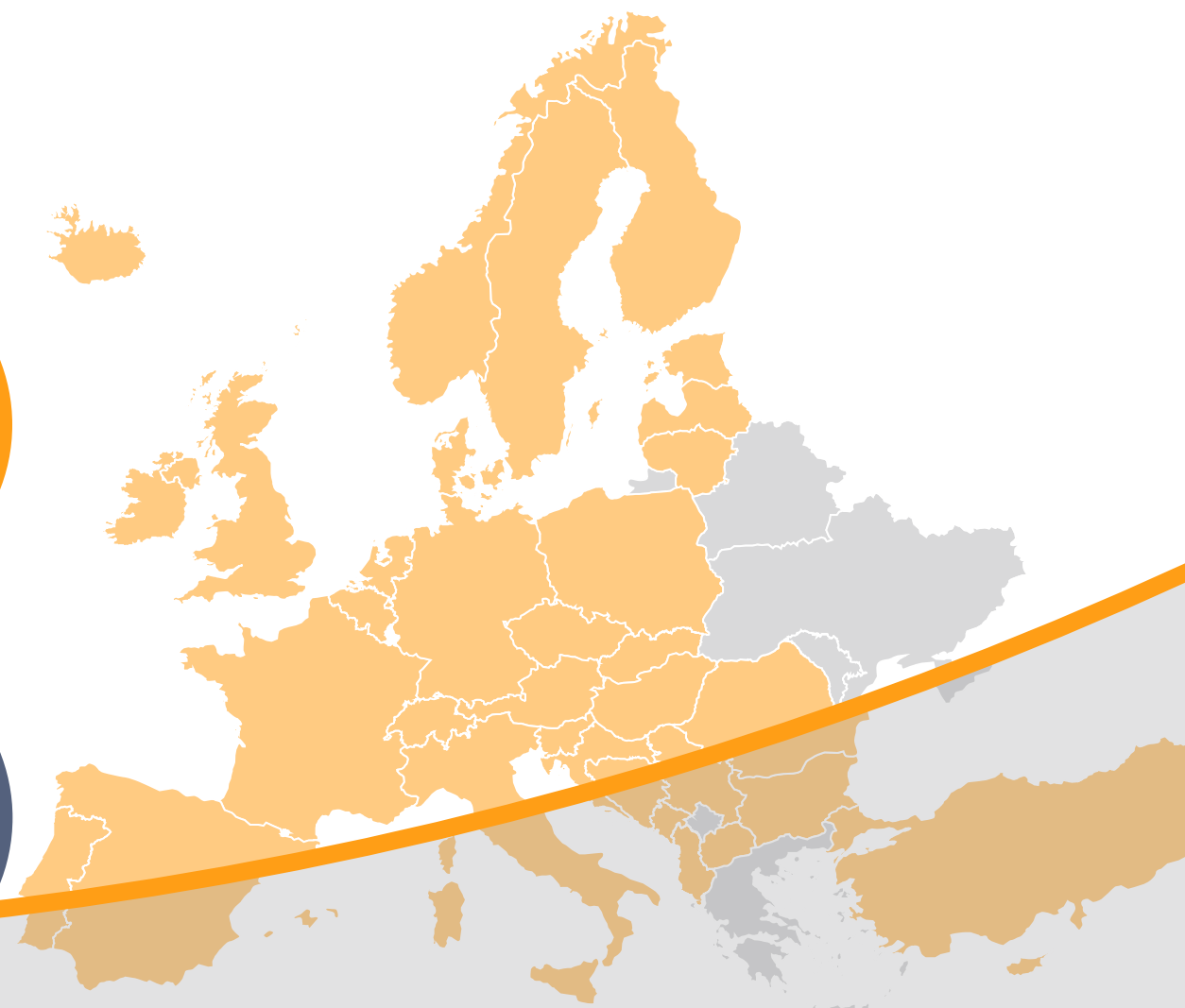
New HCOs

1.2M

HCP Updates

330K

HCO Updates



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Thank you