



# Veeva OpenData

Veeva OpenData Europe 22R2 Release Notes

August 2022



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## About these Release Notes

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The Veeva OpenData Europe Release Notes describe the features, updates, data impacts and customer benefits included in this Veeva OpenData Europe Major Release 22R2 Product Update. Veeva OpenData Europe refers to 40 European countries. These release notes will identify whether an enhancement applies to multiple countries or a specific country.

## Multi-Country Enhancements

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### Country expansion: Baltics

#### *Enhancement Overview*

Veeva OpenData is expanding its footprint into new markets. With this release, we are happy to announce that 3 new markets in the Baltics region will be covered by OpenData EU, i.e.,

- **Lithuania,**
- **Latvia and**
- **Estonia**

These new countries will include HCP records, such as physicians and pharmacists, and HCO records, such as hospitals, pharmacies, clinics, etc.

Please note: The Baltics will be commercially available starting on October 01st, 2022.

For 2022, we are planning to expand even further. So, stay tuned for our next release.

#### *Benefits*

To support large global teams of our customers, OpenData targets to be available in all the markets where our customers are operating. In direct response to that customer need, we are expanding our OpenData footprint into these 3 new markets. Sales and marketing teams will be able to accelerate commercial activities within these countries.

### Public Claims Data

#### *Enhancement Overview*

In this release, Public Claims Data has expanded in coverage and added **Austria, Switzerland, Netherlands, Denmark, Sweden, Norway and Finland** to our existing EU5 Public Claims Data offering. Additionally, if our customers already have access to our OpenData product you will get **HCO mapping** information between Public Claims Data and OpenData for EU5 with this release.



Currently, we are offering the option to sign up for our “Early Adopter Package” with this release. Our “Early Adopter Package” includes,

- Tailored database extracts based on your requirements for 12 European countries at this moment and likely to increase in the future as we expand the coverage further
- 10 days of services support, and
- The opportunity to co-shape the Product Roadmap with us

### *Benefits*

These datasets help you to dynamically fulfill your R&D and commercial targeting business needs. Public Claims Data allows you to identify HCOs, and with the link to our OpenData the corresponding HCPs, which have high concentrations of cases for a particular disease. This will allow you to identify best opportunities to collaborate with the HCOs/HCPs for clinical drug trials specially for rare diseases.

Public claims data also enables micro-targeting for sales and marketing activities by combining diagnosis, procedures, and prescription for a disease with its geographical footprint. Additionally, it provides insights on share of prescription drugs directly at prescribing HCO level which will enable you to identify target HCOs for your Go-to-Market strategy.

## **HCP Email data expansion**

### *Enhancement Overview*

With 21R3, we launched Emails for physicians in EU5. In line with our commitment to provide HCP emails for all of Europe, we are happy to announce that in 22R2 verified Emails are now available for 5 additional key countries: Switzerland, Austria, Czech Republic, Slovakia and Poland.

As per our approach, the new HCP Emails will be part of the core HCP profile at no additional cost for our customers with an Enterprise License Agreement. We will continue to constantly increase the scope and coverage over the next releases. So watch out for further updates.

### *Technical Details*

Table	Field Name	Field Label	Description
HCP	email_1__v ... email_10__v	Email 1-10	Email address of HCP



### Benefits

Emails are one of the fastest growing communication channels that never cease to grow. Pharma reps are sending more and more emails every year to deliver content. Veeva OpenData HCP Email data will provide commercial teams with constantly verified and refreshed email addresses to address their potential targets.

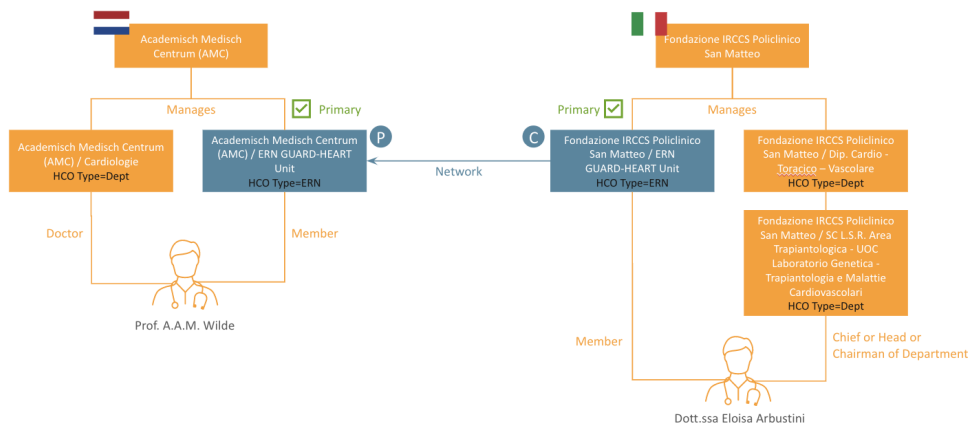
## European Reference Networks (ERNs)

### Enhancement Overview

To help better serve patients suffering from rare diseases, the European Union has created the European Reference Networks. The European Reference Networks or ERNs are platforms that bring together clinical expertise from all across the EU and make it accessible to the entire medical community. Over 300 hospitals and 900 medical teams cooperate in these networks to help support doctors across Europe in their diagnosis and treatment of patients. OpenData has added the 1400 ERN units distributed across the cooperating hospitals as well as over 3000 affiliated HCPs.

### Technical Details

## ERN Structure



### Benefits

OpenData has added the ERN units within each hospital as well as the cooperating HCPs. Covering the ERN community is an example of our commitment to delivering easy access to the full healthcare ecosystem.



## EU VAT IDs

### *Enhancement Overview*

OpenData EU VAT ID is a new data field to provide a Value Added Tax number (VAT number) for HCOs and HCPs that engage in intra-European business activity . The EU VAT ID is available in the following countries with 22R2:

- France
- Germany
- Belgium
- Netherlands
- Switzerland

### *Technical Details*

Table	Field Name	Field Label	Description
HCO	vat_id__v	EU VAT ID	EU VAT ID of HCO.
HCP	vat_id__v	EU VAT ID	EU VAT ID of HCP.

The syntax of the ID will always be prefixed by the ISO 2-character country code.

### *Benefits*

European VAT ID supports legal and tax requirements of our customers to easily work with HCOs and HCPs with intra-European business activity.

## New Opt-Out Flag

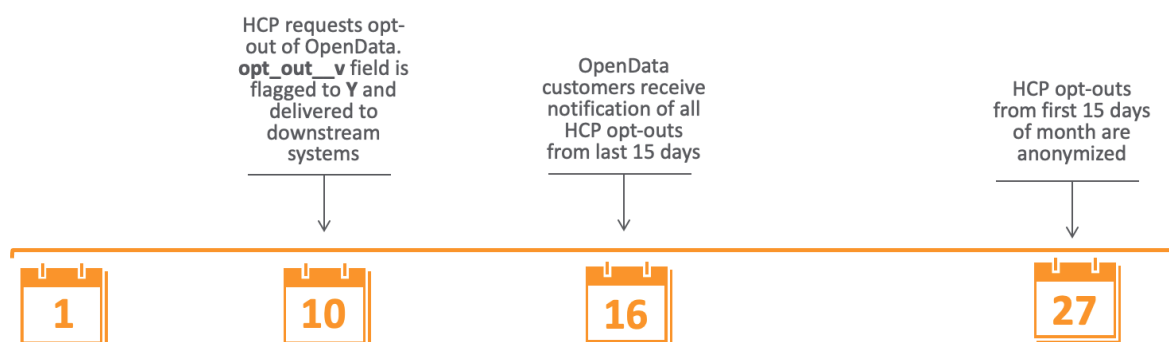
### *Enhancement Overview*

Veeva OpenData is introducing a new HCP opt-out flag which will be available to OpenData customers immediately after an HCP opts out. The 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. OpenData customers are given a 10 grace period, after which the HCP's data is anonymized.



### Technical Details

Table	Field Name	Field Label	Description
HCP	opt_out__v	Opt Out?	Used to indicate if HCP has opted out of data processing by OpenData, and does not impact how data is stored.



### Benefits

The new opt-out flag will allow OpenData customers to be informed immediately when an HCP has opted out. OpenData customers can therefore define internal processes based on this new field.

## Proactive OpenData Updates

Veeva OpenData Europe is continually being updated and enriched on a proactive basis to ensure that all HCPs and HCOs are of the highest quality and remain actionable for our customers.

In the period since the 22R1 release, the following number of HCPs and HCOs were proactively created and updated across all OpenData European countries.

Entity Type	Records Created	Records Updated
HCP	210.000	1.200.000
HCO	70.000	330.000



## Country Specific Enhancements

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### Germany

#### *Enhancement Overview*

Germany focused on four major updates in this release.

1. The German team added further purchasing groups, now covering over 75% of established German pharmacy purchasing groups.
2. Germany added pharmacy wholesalers and VAT numbers for pharmacies. The pharmacy VAT number will be available in the following field for pharmacy HCOs: Value Added Tax ID (Umsatzsteuer-ID. ID für die Umsatzsteuer.)
3. In the hospital sector the team included hospital buying groups with coverage in excess of 95%
4. Besides that, the German team did another big step towards increasing coverage of the German healthcare ecosystem, adding 50.000 HCPs to our German database, including business professionals, pharmacists and nurses.

#### *Technical Details*

EU VAT numbers: See above under paragraph 'EU VAT IDs'

Pharmacy purchasing groups and hospital buying groups:

Respective group members can be identified via affiliation type "Purchasing (EN) / Einkauf (DE)" to parent HCO (respective group parent).

#### *Benefits*

European VAT ID supports legal and tax requirements of our customers to easily work with HCOs and HCPs with intra-European business activity.

The addition of wholesalers and purchasing groups helps our customers to identify relevant clusters and find out the right contact persons for their sales teams.

### France

#### *Enhancement Overview*

In France, the focus was the introduction of the European VAT number for eligible HCOs and HCPs. This new European VAT ID is calculated from the SIRET ID and has been introduced at the HCP level. Strong routines have been put in place to ensure the validity of all IDs especially in a case when a HCP is moving. As a reminder, the SIRET ID is the official French number for every active establishment and professional activity.





The French team has also reviewed more than 20.000 hospital departments to identify and update the right heads. This will benefit OpenData customers with their legal obligations as they can easily identify the right head physician or pharmacist in care services.

#### *Technical Details*

See above under paragraph 'EU VAT IDs'

#### *Benefits*

European VAT ID supports legal and tax requirements of our customers to easily work with HCOs and HCPs with intra-European business activity.

## **United Kingdom & the Republic of Ireland**

#### *Enhancement Overview*

In the UK, the recent focus was again around the Integrated Care System (ICS) and the newly created Integrated Care Boards (ICBs). The team has continued to track changes within all the 42 ICSs and proactively added the recently nominated ICB leadership members (ICB chairs and ICB CEOs) for all the 42 ICBs.

The UK team has also proactively validated the 1255 Primary Care Networks (PCNs) in England and focused on adding over 1100 PCN Nominated Pharmacy Leads and updating over 1000 PCN Clinical Directors.

Finally, the UK team has updated over 160 GP Federations across the whole UK. This included the GP Federation leadership teams as well as the links between the GP Practices and their parent federations.

#### *Technical Details*

All the Integrated Care Systems (ICS) are managed as HCO records with the HCO Type "Integrated Care Systems (ICS)". The Integrated Care Boards (ICBs) are managed as a child HCO organization of the ICSs.

#### *Benefits*

The updated Integrated Care System view in OpenData provides an opportunity for better targeting and territory alignment. Visibility of the HCP stakeholders within the Integrated Care Systems allows identifying the key decision-makers instantaneously.

The Primary Care Networks and GP Federation updates allow our customers to have better access and visibility over primary care local authorities and decision makers.



## Market Access population - Hungary, Czech Republic and Slovakia

### *Enhancement Overview*

As part of our efforts to capture the customer relevant data across countries, the Market Access population has been collected and is now available in Hungary, Czech Republic and Slovakia.

**Important note:** To get the Market Access Flag into your data subscription please approach your Customer Success Manager or Account Partner.

### *Benefits*

With the Market Access population we are supporting our customers to identify any HCP or HCO that play a role in bringing a drug to the market. This population includes, but is not limited to, the following categories:

- Medical Societies, Associations and Institutes
- Ministry of Health Depts/Units
- Medicines Evaluation Board
- Healthcare professionals and health business professionals affiliated to the above types of organizations
- Directors and head of departments from leading hospitals
- Insurance Providers

## Pharmacy data - Albania, Bosnia and Herzegovina, Croatia, Montenegro, North Macedonia, Serbia, Slovenia, Romania

### *Enhancement Overview*

We are happy to announce that Pharmacy HCO and Pharmacist HCP data is now available in Balkan countries. For the 22R2 release the team added over 20.000 Pharmacist and Pharmacy records in Albania, Bosnia and Herzegovina, Croatia, Montenegro, North Macedonia, Serbia, Slovenia and Romania.

### *Benefits*

Customers are now better enabled to identify and target pharmacy HCPs and HCOs in these countries. This enhancement is an example of our commitment to further develop and continuously drive product excellence in our recently released markets.



## Support

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### **OpenData Release Notes**

For detailed information on the OpenData enhancements, please contact your Veeva Account Executive or OpenData Customer Success Manager, or visit the Veeva Support Center.

To review previous Veeva OpenData Release Notes, please utilize this hyper-link: [Veeva OpenData EU Release Notes](#)

### **Network & OpenData Customers**

For information about adding Veeva OpenData fields, see the topic called Adding Veeva OpenData fields in the Veeva Network Online Help: [Veeva Network Online Help](#) or contact your usual Veeva support point.

### **Veeva Support Portal**

To view Veeva product solution articles, post questions & product suggestions, or open an OpenData related support ticket, visit the Veeva Support Portal: [Veeva Support Portal](#)