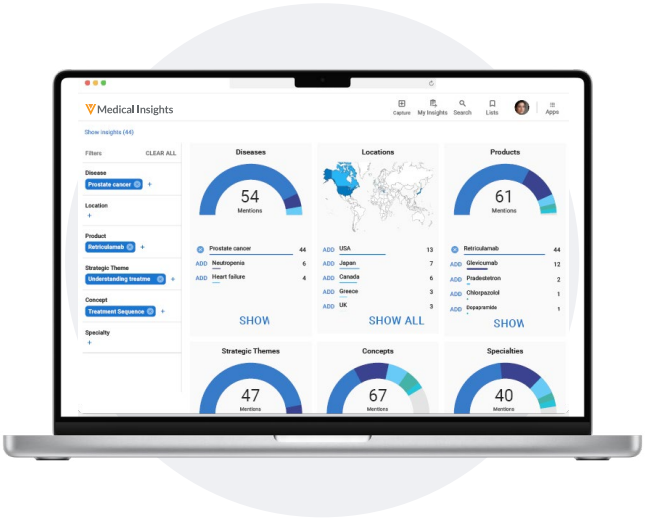
Veeva Medical Insights

FEATURES BRIEF

Accelerate insights from capture to action



Insights are the currency of medical affairs. However, the current approach to insights can be slow and fragmented, resulting in missed opportunities and wasted time.

Veeva Medical Insights streamlines the end-to-end process—from capture to action. It is AI-enabled software for medical affairs teams to easily capture medical insights in compliant free text, extract medical themes, and share those themes and related insights with relevant medical, clinical, and commercial stakeholders.

Veeva uses AI and human curation to tag and categorize insights for easy analysis and to generate themes. Themes are refined and approved by medical leadership before further sharing.

Users access the application via a direct login or via a link in CRM.

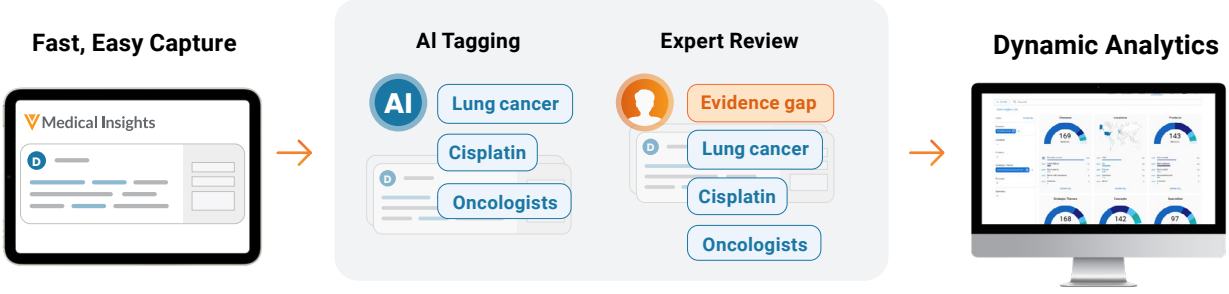
Business Benefits

Get faster Insights
Get insights in hours rather than months, allowing you to quickly identify and respond to emerging trends.

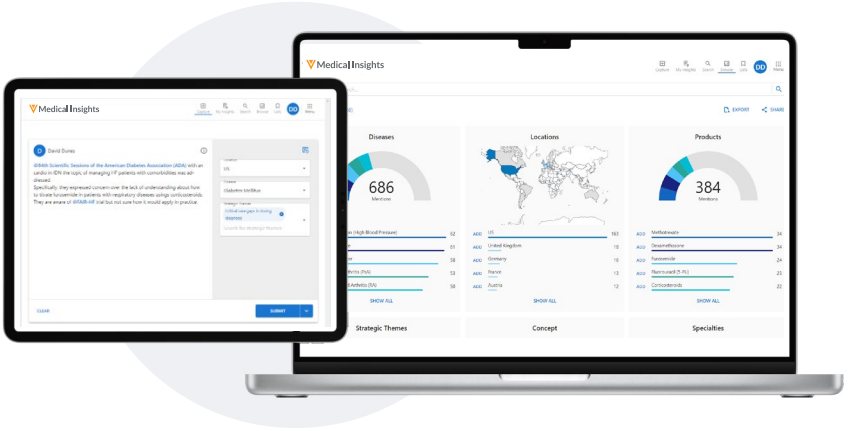
Uncover medical themes
Identify patterns across insights to gain a deeper understanding of emerging topics to drive decision-making.

Inform the relevant people
Easily share insights and medical themes with relevant stakeholders across the enterprise.

Accelerated Access to More Insights



Features



Fast, easy insight capture

- Free-text entry via web, mobile, or tablet
- Integrated via a link in CRM
- Ability to label KOLs, congresses, and trials

Next-generation insight tagging

- AI-tagging to enrich free text with proprietary metadata from the Veeva Link Suite
- Comprehensive coverage across domains including diseases, specialties, products, and concepts
- Combination of AI and expert human review to ensure quality and accuracy of tagging

Connected insights

- Harmonized data provides a complete picture for medical, clinical, and commercial stakeholders
- Data from multiple CRM orgs and non-CRM users centralized in one location
- Visibility to the utilization of submitted insights, closing the loop for MSLs
- Complete data access via API

Simplified insights analysis

- AI-driven identification of medical themes
- Dynamic dashboard provides an organizational view across diseases, locations, products, strategic themes, concepts, and specialties
- Rich filtering to customize reports and analysis to individual needs for easy segmentation of data
- Automated clustering of insights (based on metadata) reduces the need for manual analysis
- AI summaries of insight lists

Instant, targeted dissemination

- Custom insight list creation
- Sharing of individual insights or lists to accelerate action within your organization
- Robust security with only licensed users able to see the insights
- Notifications to move from ‘pull’ to ‘push’ motion

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