

Accelerate field performance with insights-driven customer relationships

87% of physician meetings with pharmaceutical sales representatives last less than two minutes and almost half of providers have a no-call policy. In today's increasingly challenging healthcare environment, your sales teams need comprehensive and actionable customer insights - right at their fingertips - to ensure relevant and meaningful conversations with high-potential targets.

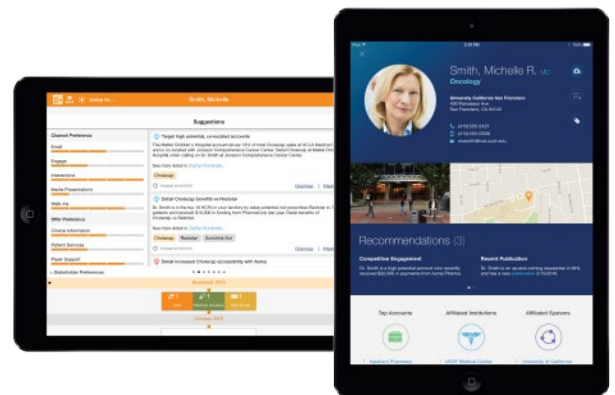


Unlock sales potential with global health data

Zephyr Illuminate integrates Veeva CRM data with public and vendor data to provide you with robust insights on physicians, accounts and institutions. With the most complete details on physicians' research of interest, publications, leadership roles, level of influence, competitor sales, and more – you can rest assured you are reaching your high-potential customers.

Link to Zephyr Profiles seamlessly from Veeva CRM

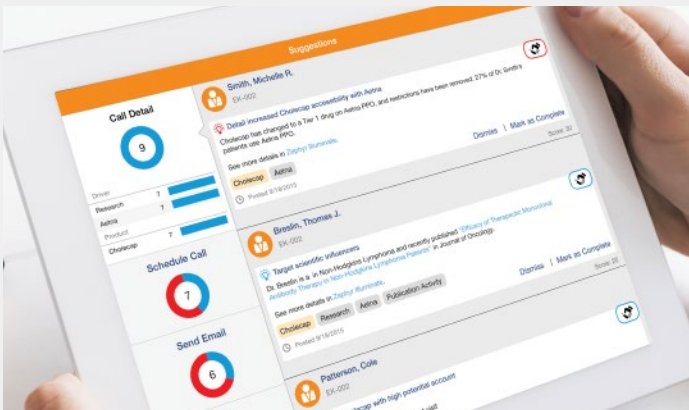
Zephyr Illuminate provides links to comprehensive physician profiles directly from Veeva CRM. From pre-call planning to detailed segmentation initiatives, your teams will have the most up-to-date provider and institution data to create, share and validate target lists across multiple stakeholders, and across home office and field teams.



Transform customer engagement with *Zephyr Scores*

Now you can quickly understand how physicians compare against their peers in key market categories such as research, influence, treatment and engagement using *Zephyr Scores*. Enrich your customer interactions using data-driven segmentation on physician and institution activity. Only *Zephyr Scores* give you:

- **Directional decision making:** Normalize disparate data sources on a 0-10 scale for easy comparison and use
- **Single source of truth:** Consolidate data from operational silos into a single environment
- **Consistent interpretation over time:** Scores automatically recalculate with each data update



“Zephyr’s easy-to-use platform is an elegant way to turn large, disparate data sets into actionable information. Now we can objectively assess which customers we should engage, why we want to engage with them, and how we do it.”
 – Top 10 Global Pharma Executive

Zephyr Illuminate adds market context, insights and analytics to Veeva CRM Suggestions for optimized targeting and field team productivity

Get actionable next steps with Zephyr Recommendations

Zephyr Recommendations are a unique combination of Zephyr Scores and real-time business insights extracted from Zephyr Illuminate’s integrated data platform. These actionable next steps are delivered in Zephyr Illuminate web, mobile and Veeva CRM via Veeva CRM Suggestions, with links to detailed physician and institution profiles for deeper medical and market context. Visibility to the underlying data and scores drives faster, more confident field adoption and richer customer interactions.



Schedule a call with Dr. Smith

It has been over 30 days since your last field interaction with Dr. Smith, who has a high sales potential.

See more detail in [Zephyr Illuminate](#)

High competitor payments

Dr. Taylor is a high-potential account who has received \$20,000 in payments from competitor.

See more detail in [Zephyr Illuminate](#)