

PRODUCT SHEET

# Veeva Link

Veeva Link is a suite of data applications that provide deep data across a number of areas, including key people and key accounts.

**Veeva Link Key People** provides deep insights about scientific, digital, and clinical leaders.

**Veeva Link Key Accounts** provides deep account insights about health systems, hospitals, physician networks, and payers.

**Veeva Link Medical Insights** redefines the medical insights journey across the enterprise.

**Veeva Link Workflow** is a no-code platform to build custom workflow applications on Veeva Link data.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Link Key People	2020	Mature	100+
Veeva Link Key Accounts	2020	Early	1-10
Veeva Link Medical Insights	2022	Early	1-10
Veeva Link Workflow	2022	Early	1-10

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# Link Key People

Link Key People provides deep insights into scientific, digital, and clinical leaders. Medical and commercial teams use it to identify key people, view their activities, and receive notifications.

Link Key People provides 4m+ profiles containing publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, news mentions, and patient mix by disease and drug class. Data is sourced from over 250k public sources, including PubMed, conference websites, and social media feeds.

Customers access the data via a web or mobile application, API, and data file. It integrates with CRM. The product is available across 85+ countries and all major therapeutic areas.

<b>Announced</b>	2020
<b>Status</b>	Mature
<b>Customer type</b>	Enterprise Pharma, Biotech, MedTech
<b>Customers</b>	100+
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link Workflow Connected with Link data applications, CRM, OpenData Commercial

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# Link Key Accounts

Link Key Accounts provides deep account insights about health systems, hospitals, physician networks, and payers. Key account teams use it to find new decision-makers, spend less time on research and more time with customers, and stay up-to-date on key accounts.

Profiles in Link Key Accounts include account metrics, decision makers, documents, conference activities, relevant news, and social media posts.

Customers access the data via a web application. It integrates with CRM. Account summaries are available as a data file.

<b>Announced</b>	2020
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	1–10
<b>Platform</b>	Link
<b>Integrations</b>	Connected with Link data applications, CRM, OpenData Commercial

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# Link Medical Insights

Link Medical Insights redefines the medical insights journey across the enterprise. Medical affairs teams use it to capture, analyze, and share insights.

Veeva analyzes medical insights using AI and human experts. Insights are enriched with proprietary data from the Link database.

Users access the insights via a web application.

Link Medical Insights integrates with CRM for insights capturing.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech
<b>Customers</b>	1–10
<b>Platform</b>	Link
<b>Integrations</b>	Connected with CRM

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# Link Workflow

Link Workflow is a no-code platform to build custom workflow applications on Veeva Link data.

Process owners can easily configure workflows to streamline processes across sales, medical, marketing, and clinical. Examples include KOL engagement planning, congress planning, speaker management, or key account planning.

Reports and dashboards provide transparency, while granular security and audit trails ensure control and compliance.

The product is sold out for early adopters.

<b>Announced</b>	2022
<b>Status</b>	Early
<b>Customer type</b>	Enterprise Pharma, Biotech, MedTech
<b>Customers</b>	1–10
<b>Platform</b>	Link
<b>Integrations</b>	Lives with Link data applications