

Power Commercial Agility with High-Quality Reference Data

Having a solid customer master data foundation is crucial for commercial success, yet many master data projects fail due to poor data quality, broken integrations, and complex data management.

Veeva OpenData powers commercial agility with accurate, comprehensive, and integrated customer reference data. With quick and easy access to high-quality data directly in Vault CRM, field teams boost productivity and enhance HCP engagements, while commercial ops and data teams simplify operations by unifying data sources and software.



Why Veeva OpenData

Better quality.

Effortlessly maintain high-quality data with fast DCRs and proactive updates based on hundreds of authoritative sources.

More comprehensive.

Do more with one data source for customer demographics, compliance, affiliations, and email addresses that can be used throughout the organization.

Fully integrated.

Deliver the best possible user experience with seamless access to reference data in Vault CRM and integration with all Veeva products.

11M+
HCP records
in U.S.

1.5M+
HCO records
in U.S.

350+
data stewards
focused on U.S.

99%
of DCRs resolved
within 3 days

Features

- ✓ **Responsive data stewardship**
Free up valuable resources by leveraging a team of 350+ Veeva data stewards who proactively maintain high-quality data on your behalf.
- ✓ **Affiliations and hierarchies**
Optimize your sales approach by understanding relationships between HCPs and HCOs with millions of affiliations available in OpenData.
- ✓ **Verified HCP emails (*add-on*)**
Reach low-see and no-see HCPs with verified email addresses that the entire commercial organization can use.
- ✓ **Global availability**
Gain access to all doctors, pharmacists, key people from Veeva Link, and most nurses across 100+ countries today and 115+ countries in 2024.
- ✓ **Fast DCR resolution**
Get DCRs resolved quickly — with 99% resolved within 3 days — helping improve user experience and CRM adoption.
- ✓ **Robust compliance data**
Get verified NPI and specialty data for compliance with PDMA, DEA, OIG, LEIE, Ohio TDD legislation, and Massachusetts Controlled Substances Registration (MCSR) licensing.
- ✓ **Native integration with Vault CRM**
Streamline the HCP search and download process with Veeva data and software that work seamlessly together.

About Veeva OpenData

Veeva OpenData Commercial is global reference data of healthcare professionals, healthcare organizations, and affiliations.

It contains addresses, emails, specialties, demographics, and compliance data (license information and industry identifiers). It is available in 100+ countries.

OpenData Commercial is provisioned by Veeva Network, Delivery Manager, master API, or data files.