



NEWS RELEASE

# LEO Pharma Leverages Veeva Link for Key People to Expand Engagement with Scientific Experts

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Global medical dermatology leader aims to more effectively engage with medical communities and advance new treatments that are expected to improve patients' quality of life

PLEASANTON, Calif., April 27, 2022 /PRNewswire/ -- **Veeva Systems** (NYSE: VEEV) today announced that it has expanded its partnership with **LEO Pharma**, a global leader in medical dermatology, to drive relevant discussions with the scientific community using **Veeva Link for Key People**, a real time intelligence application from the Veeva Link family of data products. Leveraging Link for Key People enables LEO Pharma's medical and sales teams to improve engagement efforts with medical experts in the dermatology community.

"As we work to advance the standard of care in medical dermatology, it's crucial our teams have the latest insights from scientific, digital, and clinical leaders around the world," said Joshua Corriveau, senior director of global field medical excellence at LEO Pharma. "As we innovate in medical dermatology, we need accurate, timely data on the experts who are at the forefront of related research and development. Link for Key People will help us deepen relationships with known experts and identify new experts to foster scientific exchange that advances patient care."

With plans to launch new treatments every two to three years, LEO Pharma's medical affairs team plays a vital role in engaging with scientific leaders globally. Through a nuanced understanding of each expert, they can enrich in-person and digital engagements in the evolving healthcare ecosystem. Link is seamlessly integrated with **Veeva CRM**, delivering key insights across a range of sources, including activity from both global and local medical congresses, clinical trials, and digital engagement.

"Considering LEO Pharma's rapid pace of clinical innovation, it's no surprise the company's medical and commercial teams are leading the way in precision engagement," said Kilian Weiss, general manager for Veeva Link. "By



leveraging our real-time customer intelligence to understand key leaders' scientific sentiment and professional networks, LEO Pharma's medical and commercial personnel can effectively engage key people to improve patient health and their quality of life."

The addition of Link for Key People builds on LEO Pharma's use of **Veeva Commercial Cloud**, including solutions for **multichannel engagement** and **commercial and medical content management**, as well as its commitment as an early adopter of Veeva's **digital trials platform**. To learn more about how Link for Key People helps biopharmas better understand the full impact of medical activities, identify new experts and healthcare providers to connect with, and drive more relevant, coordinated engagements, visit [veeva.com/VeevaLink](https://veeva.com/VeevaLink).

Veeva Link is part of **Veeva Data Cloud**, a suite of data products built on a common architecture. For more information, see the Veeva Summit keynotes on-demand at [veeva.com/SummitKeynotes](https://veeva.com/SummitKeynotes) and [veeva.com/DataCloudKeynote](https://veeva.com/DataCloudKeynote). Life sciences industry professionals can also **register** for the Veeva Commercial Summit for sales, medical, and marketing in Boston on May 5.

## Additional Information

For more on Veeva Link, visit: [veeva.com/VeevaLink](https://veeva.com/VeevaLink)

Connect with Veeva on LinkedIn: [linkedin.com/company/veeva-systems](https://linkedin.com/company/veeva-systems)

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## About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,000 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit [veeva.com](https://veeva.com).

## Veeva Forward-looking Statements

This release contains forward-looking statements regarding Veeva's products and services and the expected results or benefits from use of our products and services. These statements are based on our current expectations. Actual results could differ materially from those provided in this release and we have no obligation to update such statements. There are numerous risks that have the potential to negatively impact our results, including the risks and uncertainties disclosed in our filing on Form 10-K for the period ended January 31, 2022, which you can find [here](#) (a summary of risks which may impact our business can be found on pages 13 and 14), and in our subsequent SEC filings, which you can access at [sec.gov](https://sec.gov).

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