



NEWS RELEASE

Top Biopharmas Elevate Medical Engagement with Veeva Link Scientific Awareness

11/23/2022

Leading companies leverage real-time insights on share of scientific voice and product sentiment to power more relevant medical communications

PLEASANTON, Calif., Nov. 23, 2022 /PRNewswire/ -- **Veeva Systems** (NYSE: VEEV) today announced three of the top ten biopharmas now use the recently released **Veeva Link Scientific Awareness** for real-time intelligence on product awareness and sentiment. Veeva Link Scientific Awareness delivers key success metrics across scientific, digital, and social channels to help medical teams optimize product strategy and effectively educate the scientific and medical community about different treatments.

"Medical teams are shifting from volume-based activity metrics to value-driven standards that show the external impact of medical activities among the scientific and clinical community," said Zijian Zhao, global head of medical portfolio strategy at Novartis. "Veeva Link Scientific Awareness helps us quickly assess product awareness across channels to lead engagements that strengthen relationships and better serve patients."

Veeva Link Scientific Awareness is part of the **Veeva Link** family of products, a modern data platform combining intelligent software automation with human curation to ensure accuracy and depth. This helps Veeva Link deliver real-time intelligence across a growing number of areas, including sales, medical, marketing, and clinical. Available in 87 countries, the application analyzes data from over 300,000 medical congresses and 100 million social posts, curated by more than 1,000 specialists and validated by over 100 physicians.

"Real-time intelligence is critical to understand the evolving healthcare ecosystem and tailor engagements with scientific experts to meet their specific needs across therapeutic areas," says Kilian Weiss, general manager of Veeva Link. "Veeva Link Scientific Awareness helps medical teams guide more effective communications that



deepen understanding of products so patients and doctors are better informed in today's on-demand, digital world."

At **Veeva Commercial Summit Europe** in Madrid from November 28-30, 2022, Novartis and others will share how they are leveraging Link Scientific Awareness across their organizations to elevate expert engagement. Life sciences industry professionals can register at veeva.com/eu/registration/.

Additional Information

For more on Veeva Link Scientific Awareness, visit: veeva.com/LinkScientificAwareness

Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

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.

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-Q for the period ended July 31, 2022, which you can find [here](#) (a summary of risks which may impact our business can be found on pages 39 and 40), and in our subsequent SEC filings, which you can access at sec.gov.

Contact:

Alison Borris

Veeva Systems

925-226-8821

alison.borris@veeva.com

View original content to download multimedia: <https://www.prnewswire.com/news-releases/top-biopharmas-elevate-medical-engagement-with-veeva-link-scientific-awareness-301685870.html>

SOURCE Veeva Systems