HOW VEEVA CRM CAN BENEFIT MARKET ACCESS TEAMS

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Prepared: November 2017

The challenge

Modern market access teams develop a wealth of materials for use in communicating with payers. Models, leave-pieces and slide decks are often built for digital platforms to allow quick and efficient presentations; but the use of these digital platforms raises important questions:

- How can teams understand and measure the impact of their deliverables and materials?
- How can materials be used to facilitate two-way communication and thus improve understanding of customers' needs?
- How can materials be quickly and consistently updated following the availability of new data?

Here, we explore how market access teams can utilize Veeva customer relationship management (CRM) to address these questions and to optimize their effectiveness.

What is Veeva CRM?

The adoption of Veeva CRM in the pharmaceutical industry has been rapid, especially since the launch of the iPad app in 2011. Veeva is now approaching a 50% market share of the life-sciences CRM market. Veeva offers their customers CRM alongside an ever-expanding portfolio of integrated products focused on the multichannel distribution of closed loop marketing (CLM) content. Of the top 50 pharmaceutical companies, 35 use Veeva Vault, Veeva's compliance-focused content management system, to facilitate review and approval workflows and to feed CLM content into the Veeva CRM app.

Veeva Vault

HQ/Brand Team

Veeva's compliance-focused content management system (CMS) – allows central content administration and approval workflows, negating the risk of non-compliance that can be a concern with standalone applications, where content approval and publishing workflows are independent to one another and organizations can lose sight of outdated applications and local implementations.

Veeva CRM

Sales Rep/MSL

Veeva's CRM iPad application – is used by reps, MSLs and field-based market access representatives to plan calls, present to HCPs and payers during calls, and record outcomes from these calls centrally.

Veeva CLM

HCP/Payer

Presentations are presented to HCPs and payers from the Veeva CRM app, with interactions, responses and preferences recorded in order to guide future exchanges. Veeva CLM presentations can be e-details, slide decks or complex budget impact models.

How is Veeva CRM being rolled out across organizations?

Veeva CRM is usually launched at a global level, with Commercial teams most commonly the first to benefit, often closely followed by medical teams (MSLs). This can mean market access/health economics and outcomes research (HEOR) teams may find themselves as later adopters in the roll-out, or sometimes missing out altogether on the benefits Veeva CRM affords.

How can Veeva CRM benefit market access and HEOR teams?

The lack of – or late – uptake of Veeva CRM by market access teams may partially be due to an assumption that the platform may not be suitable for hosting complex tools, such as budget impact models and cost-effectiveness models. This perception is unfounded and the deployment of models and other complex HEOR apps through Veeva is not only possible, but can be of great benefit to teams. In addition, market access teams have a different target audience to commercial and medical teams, independent of clinical audiences. This can mean the use of CRM systems is less ingrained. Benefits of the Veeva CRM system are listed below:

Compliance is ensured

Content deployed to Veeva CRM via Veeva Vault ensures compliance and approval workflows are always adhered to and are fully auditable. This negates the risk of non-compliance that can be a concern with standalone applications, where content approval and publishing workflows are independent of one another and organizations can lose sight of outdated applications and local implementations. When using Veeva CRM, external facing teams will always have only the latest approved versions of materials.

Return on investment (ROI) demonstrated

Given the complex nature of market access tools and negotiations it is sometimes difficult to demonstrate ROI of activities internally. However, working within the Veeva CRM environment provides opportunities for correlating data that can provide direct evidence of the impact of market access team activities, eg correlating outcomes of meetings with hospital payers with prescription trends in a region.

Interactions through iterative updates (CLM) are optimized

Veeva CRM's capacity to track and measure means it can be effectively used to optimize and refine content and models. Employing the principles of CLM, changes to modifiable inputs can be tracked and used to educate teams about payer perceptions and inform refinements to a model and the development of additional educational materials where needed.

Internal insights are shared

Sharing customer insights gathered by different teams is an established problem across many pharmaceutical companies. Therefore, insights gained by market access teams may not always be shared with commercial and medical functions (and vice versa), or even within market access teams, for instance in different countries. By deploying materials through Veeva CRM, data is shared quickly and easily, supporting more tailored and effective customer interactions. Market access teams also benefit from the efficiencies of being able to view customer insights gathered by other teams, plan calls, present content and record customer feedback, all in one application.

Easy maintenance and administration enabled

From an administration perspective, using Veeva makes deployment simple and avoids the issues of maintaining and administering multiple platforms. Updating the data in models and slides as it is validated in the field and as market conditions evolve can be done quickly and easily as these data are held as a separate file to the application itself in Veeva Vault.

Conclusion

Veeva CRM has multiple benefits, which are applicable to market access teams, as well as commercial and medical teams. By using Veeva CRM to share models and other materials with payers, market access teams can make improvements to their effectiveness through more tailored customer interactions, as well as optimizing cross-functional collaboration with both commercial and medical teams.

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