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Veeva OpenData expands into Singapore to empower Pharma companies

May 7, 2021 | News

New offering delivers innovation and choice in customer reference data for the pharma industry



Veeva Systems on May 5, 2021 announced that Veeva OpenData, which provides trusted customer reference data to help pharmaceutical companies better engage with their customers, launched in Singapore.

Currently available in 34 markets globally, including Australia and China, and in New Zealand (through our partnership program), which extends the solution across the Asia Pacific market, Veeva OpenData provides access to detailed, verified profiles on approximately 16 million healthcare professionals (HCPs) and their healthcare organizations (HCOs) worldwide.

“Singapore’s healthcare industry is on its way to digital transformation, particularly in a post-COVID world. The availability of Veeva OpenData is a step further in this process,” said Cassandra Barker, senior director, OpenData APAC at Veeva Systems. “Some of the largest pharmaceutical companies in the world, as well as emerging biopharma, use Veeva OpenData to increase field force effectiveness, boost productivity and enhance customer engagement.”

“Singaporean companies can now shift their internal dialogue from data quality issues to commercial effectiveness because Veeva OpenData helps data stewards resolve data change requests in hours rather than days," said Ms Barker.

According to Veeva Systems’ Asia Pacific Life Sciences Industry Survey on Customer Data, the industry faces many challenges; particularly when it comes to understanding customers and gaining greater insight into their behaviour. Accurate, timely and quality data is critical to support commercial business goals and initiatives. Eighty-eight percent of respondents across the life sciences industry reported that improving customer data is a top priority for their organisation.

Veeva OpenData seamlessly integrates with Veeva CRM, enabling sales representatives to search and download data up to 60 percent faster and with 50 percent fewer clicks. This allows field reps to target the right physicians and opportunities in real time. The ability to quickly confirm specialty data, prescriptive authority, and sample eligibility also helps companies maintain compliance with privacy laws and regulations.