

Innovators 2015: Products

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PM360's Innovations Issue, established four years ago, serves as a comprehensive guide to our readers, providing a glimpse at the year's most cutting-edge: [Companies](#), [Divisions](#), [Startups](#), [Products](#), [Services](#), and [Strategies](#).

Here are our picks for the most innovative products of 2015, which include software, apps, programs and anything else designed to improve how those working in the industry do their jobs.

Veeva OpenData

Veeva Systems

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Veeva OpenData

James Beem ☆
1 Main St Albany New York 12204-2609 US
Network Entity ID: 787137350223266817
Primary Specialty: Gastroenterology
HCP Type: Prescriber
Degree: Doctor of Medicine
License: Pennsylvania 11111111
Modified Date: 2015-11-17 14:54:43

Primary Information

- Name: James Beem
- Network Entity ID: 787137350223266817
- Degree 1: Doctor of Medicine
- Primary Specialty: Gastroenterology
- Other Specialties: No Value
- Status: Active
- Gender: Male

Addresses

- Professional: 1 Main St Albany New York 12204-2609 US 1
- Add Address

Parent Affiliations

- Corporate Name: Albany Area Gastroenterology
112 Great Oaks Blvd Ste 112 Albany NY 12203-7924
Network Entity ID: 46231385204935052
- Hierarchy Type: Individual to Organization Affiliation
- Relationship Type: AMA Group Practice to Provider
- Corporate Name: Albany Gastroenterology Consultants PC
1375 Washington Ave Ste 101 Albany NY 12206
Network Entity ID: 462313833097069573
- Hierarchy Type: Individual to Organization Affiliation
- Relationship Type: AMA Group Practice to Provider

External Identifiers

- UPIN: No Value
- ME ID: 111111111
- ADA ID: No Value
- AMS ID: No Value
- Custom Keys: CUSTOMER_v/9/change_request: HCP: 787137350223266817
WORKFLOW_v: DCRID_v: 787123671087973376
- Add Custom Key

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For commercial teams looking to create meaningful engagement with their customers, nothing is more important than having the right customer data. Off-the-shelf data feeds can help, but it takes attention and



effort to keep everything up-to-date. That's because details such as addresses, affiliations and license status can change frequently, causing data dissonance and compliance risks.

In March 2015, Veeva Systems launched Veeva OpenData, a new approach to customer data that is open, easy and global. Veeva OpenData delivers millions of records for healthcare providers, organizations, affiliations, compliance, and email data available across major life sciences markets worldwide. Veeva OpenData ensures quality and completeness through rigorous, automated processes and steward-led validation. Data change requests are a standard service, and most are completed in under a day. With Veeva OpenData, commercial teams can:

- **Improve targeting:** Identify customers and personalize interactions, using consistent, high-quality customer data.
- **Improve compliance:** Engage in the right discussions, accurately track and report aggregate spend, and ensure compliant activity.
- **Engage across multiple marketing channels:** Email, phone, fax, mail or in person, Veeva OpenData provides the necessary and correct data to connect with customers in a variety of ways.
- **Lower costs:** Veeva's unique "All-In" pricing approach keeps costs low and predictable for data that can be used without restriction or surprise fees.

Additionally, Veeva established the Veeva OpenData Partner Program—a grass-roots ecosystem of like-minded organizations that understand the importance of making it easy for life sciences companies to have unlimited use of their customer data. Working with dozens of industry leaders across the globe, companies can integrate and consume their data freely.