Real-Time Medical Integration with Veeva Vault

Discover how a US- based MedTech giant improved compliance and accuracy by linking Veeva Vault to PubMed.

Challenge

A leading MedTech company manages a vast library of over 100,000 content pieces. The team faced significant challenges maintaining accurate links between claims made in videos, podcasts, and other materials with their corresponding scientific publications. This disconnect raised compliance concerns, with risks of outdated or duplicate references being used across materials.
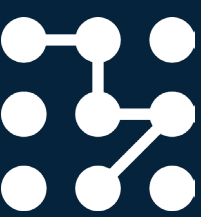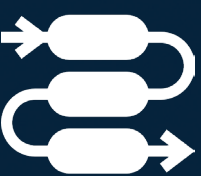
www.bridgeviewls.com

Solution

We built and implemented a real-time integration connecting Veeva Vault and PubMed. This comprehensive effort included developing the required APIs and equipping users with the knowledge to effectively utilize the new system through training.

Defined, developed and tested a custom API to connect Veeva Vault and PubMed

Trained the team on usage and workflows to ensure smooth adoption and consistent practices

Enabled seamless processing of publications and reference anchoring

Created a user-friendly system that ensured accurate, up-to-date medical information was available in real time

Key Results

By introducing a real-time integration, we helped the client improve compliance, eliminate manual reference errors, and enhance overall efficiency across their medical content workflows.

PubMed metadata is automatically pulled and populated in Veeva Vault

Content is now accurately anchored to published sources within Veeva Vault

The system restricts agencies from uploading duplicate documents

Reviewers gain real-time access to critical information within Veeva Vault