

CASE STUDY



Implementation for medical field teams

Discover how a pre-commercial biotech company empowered its medical teams with a compliant, data-integrated Vault CRM built for scale and efficiency.

veeva NETWORK

OpenData

veeva Link

Challenge

The company needed a CRM solution tailored for their medical field teams. They required compliant interaction recording, efficient field activity management, and access to real-time HCP/HCO data, including insights on KOLs and thought leaders.



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Solution

BridgeView Life Sciences conducted a thorough evaluation of CRM platforms, ultimately implementing Vault CRM. This selection was based on its ability to integrate seamlessly with the Veeva ecosystem and its specific features tailored for medical field teams, ensuring both compliance and operational efficiency.



Platform Selection

Chose Vault CRM for its cost, medical features, data connections, compliance, and scalability



Veeva Data Integration

Connected Vault CRM with Veeva Network, OpenData, and Link for smooth data flow



Medical Team Support

Provided a cloud-based system tailored for medical team workflows

Key Results

The implemented Vault CRM solution significantly enhanced the client's operational efficiency and data reliability. This resulted in a unified data platform, reduced operational costs, and higher user adoption.

Single Source of Truth:

With MDM and connected data sources, users have accurate, consistent, and up-to-date profiles

Scalable System:

A unified platform with built-in MDM and data integration to support future commercial needs

Enhanced User Confidence:

Focused training increased adoption

Cost Reduction:

70% price deduction through improved workflows and optimized processes