

MMIT'S INTEGRATION IN VEEVA CRM

Simplify rep workflows through
dynamic patient access data and
HCP presentations

veeva
Technology
Partner

About FormTrak's New Integration:

Communicating with prescribers about patient access is hard! On top of this, pharma brand teams lack a single communication platform for market-facing teams. What to say, how to say it, and who to say it to, all while medical legal review is over your shoulder, is a daunting task. Most brand teams struggle to balance rep workflow disruption with prescriber relevancy of patient access messaging.

MMIT partnered with Veeva, the #1 pharma CRM application, to create the first and only native integration that enables pharma teams to deliver dynamic, relevant patient access messages to HCPs.



Avoid disrupting rep workflows with a single application for HCP communications.



Track patient access content effectiveness and HCP engagement across your entire field team.



Eliminate guesswork with dynamic data that maps the latest access data to each HCP.



Leverage full native integration into Veeva Approved Email, Veeva Engage, Veeva CLM and more.



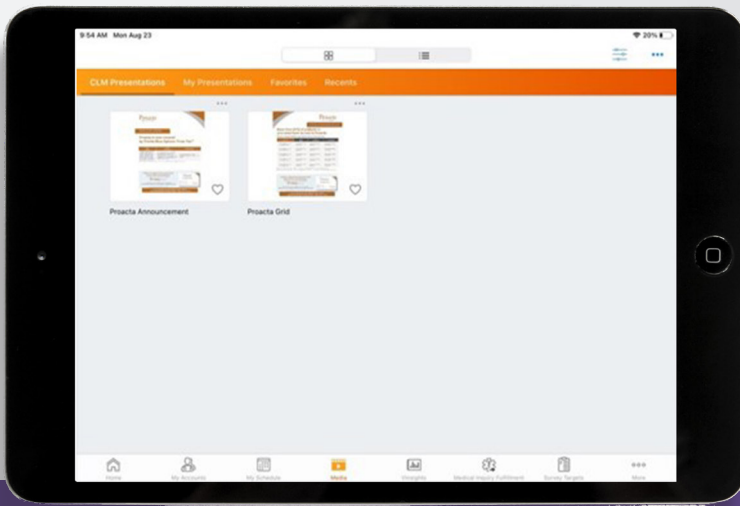
Arm field teams with the content they need in real-time to eliminate HCP access concerns.



Map directly to existing Veeva configuration to avoid any administrative disruption.

Simplify Your Rep Workflow

Enable reps to deliver the latest and most relevant patient access messages with the click of a button.



- 1** | Ensure your brand is delivering a consistent and accurate patient access message.
- 2** | Track campaign effectiveness and utilization directly in Veeva CRM.
- 3** | Eliminate stale messaging with the first native Veeva CRM integration for market access content.

100s
of brands
trust MMIT
for access
promotion

• **#1** data
refresh cycle
time

• **50%**
HCPs
reference
MMIT data
daily

**INDUSTRY-
LEADING DATA &
INTELLIGENCE**

100% FOCUSED ON THE CLIENT EXPERIENCE

Senior-level experts aligned to your brand strategy and a dedicated liaison to support the tactical business needs of your internal stakeholders.