FormTrak in Veeva

Give Your Field Teams the Ability to Seamlessly Communicate Access Wins

Veeva Product Partner Gold

With provider offices inundated with pharmaceutical messaging, field reps need to provide simple leavebehind materials to ensure messaging is retained and referenceable by HCPs and their staff. While in the field, reps rely on promotional access assets, where the data must be accurate, timely, and contained within legally approved formats. Pharma companies also need to streamline this process by limiting the number of distribution mechanisms, and Veeva CRM has become the industry standard.

Pairing MMIT's industry-leading patient access data and promotional cards with the most dominant pharma field team CRM creates an unprecedented solution for prescriber engagement. Streamline your promotional workflow with smart Veeva role-based card creation and deploy trackable, market-facing messaging from a single source of truth.

Make content more targeted by leveraging actual prescription data to dictate which plans populate and are relevant for each HCP.

Alert field reps when a market access or patient milestone has occurred, which helps them engage with HCPs before the completion of a treatment plan.

Benefit from MMIT's data ownership, reducing middleman costs and guaranteeing near real-time insights.

Let brand teams track and identify how recipients use content.

Arm field reps with account intelligence to identify existing prescribing behaviors, and the potential patient population in the region.

Incorporate non-personal promotion within your 6 Veeva CRM solution.

Solve Challenges

For Brand Leads
Use real-world data to guide field rep deployment.

- Provide users the insight they need for each account or physician they are aligned to.
- Use your own claims data or MMIT's claims assets.
- Understand prescribing behaviors by knowing the market share and percent of business for each product.
- Toggle between insights that are driven by lives data and physician prescribing behavior.

For Field Teams
Seamlessly communicate access wins to key prescribers.

- View top plans based on lives data or HCP prescribing behavior.
- Access content in offline mode.
- Switch between templates, including a formulary grid, announcement card, or competitor grid.
- Track performance across templates to see what's resonating with HCPs—all without any disruption to the Veeva rep workflow.

MMIT FormTrak in Veeva is Used by...

25 Organizations

46 Brands

Smoothing and Simplifying Access to Therapy

As a Veeva Gold partner, MMIT maintains certified integrations and customer references across multiple Veeva product areas, with proven success throughout.

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