

MMIT FormTrak in Veeva

Smoothing and Simplifying Access to Therapy

A dynamic, relevant, and real-time pull-through solution with the first and only native integration with Veeva CRM



About MMIT's FormTrak in Veeva

The only native Veeva application that utilizes both coverage and real-world data to deliver timely and relevant patient access messaging to HCPs and equip sales reps with the most efficient, accurate and real-time pull through messaging.

Solve challenges of workflow disruption, physician targeting, content relevancy and account insights with:

TRx Integration

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

Lab/Coverage Alerts

Alert field reps when a market access or patient milestone has occurred, helping them engage with HCPs prior to completion of a prescribing behavior or treatment plan.

Rep-triggered Emails

Let brand teams track and identify how recipients use content.

Pre-Call Planning Tools

Arm field reps with account intelligence to identify existing prescribing behaviors, potential patient population in the region and market share analysis, all right from their iPad within Veeva CRM.

Skipta Integration

Incorporate non-personal promotion within your Veeva CRM solution.



As a Veeva Gold partner, **MMIT maintains certified integrations and customer references** across multiple Veeva product areas, with proven success throughout the development and go-to-market product lifecycle.

MMIT FormTrak in Veeva is used by:

25
Organizations

46
Brands