

# How Will MMIT's FormTrak Integration in Veeva CRM Change Your Workflow?



For pharma manufacturers, a crucial part of the process of launching a new drug is communicating accurately and seamlessly with healthcare providers about how the drug is covered on payer formularies and medical policies. Many pharma companies use Veeva CRM to manage interactions with healthcare providers, but must exit the tool in order to prepare leave-behind materials using MMIT's FormTrak solution.

MMIT's new FormTrak integration in Veeva CRM changes how pharma companies detail healthcare providers. Now your field teams can access FormTrak seamlessly within Veeva thanks to the first native market access integration. MMIT caught up with a few early adopters to learn how they see the FormTrak integration in Veeva CRM changing their workflow.

## What drove your company to evaluate the FormTrak integration in Veeva CRM?

- "The macro driver was that we launched a new drug during the pandemic, when everything was remote, so printing a card to leave behind with a healthcare provider was not useful to the field team. Instead, the field team put together a makeshift report on coverage that was manually updated and had to be approved each time it was updated. It also had to track what reps were sending out to healthcare providers and confirm that the information is current."
- "We are working toward integration across all customer segments for HCP strategy. We need a solution within the tool where our sales force lives."
- "We love using FormTrak — it's a great tool. Now we have a big initiative from leadership to get the reps working in a single system, so we're really trying to limit the places they have to go and the systems they have to use outside Veeva."
- "We need a single tool for our reps."

## What value does the FormTrak integration in Veeva CRM bring to your team?

- "The FormTrak integration in Veeva is a one-stop shop for our field team. The goal is to use patient access content to avoid derailing HCP discussions. As an example, when an HCP brings up coverage, this capability allows them to quickly pivot to the prepared piece to easily speak to access in a consistent way. It reduces the chances of derailing these live discussions and reinforces the message with a follow-up email that contains the latest and greatest data, whenever they open it."
- "MMIT's integration in Veeva CRM allows the field team to deliver the same message and real-time information to the practice or office manager, customized to them based on territory. At minimum, it addresses access concerns when they come up...but ideally, it addresses them before they come up!"
- "The fact that we now have access to all of these Veeva metrics and dashboards means that our leadership team can see how often reps are using this content in Veeva Engage, Approved Email, etc. Frankly, the hope is that it reduces the noise from the field team complaining about patient access to my team. I can ensure they are actually using the assets to simplify access complexities in the field as my first step when I receive field team feedback."
- "As we go forward in this marketplace, it will be critical that coverage and patient access be conveyed easily. This hasn't been done as well as it should be by pharma in the past."