

Veeva Compass Suite: Leveraging Claims Data for Commercial Excellence

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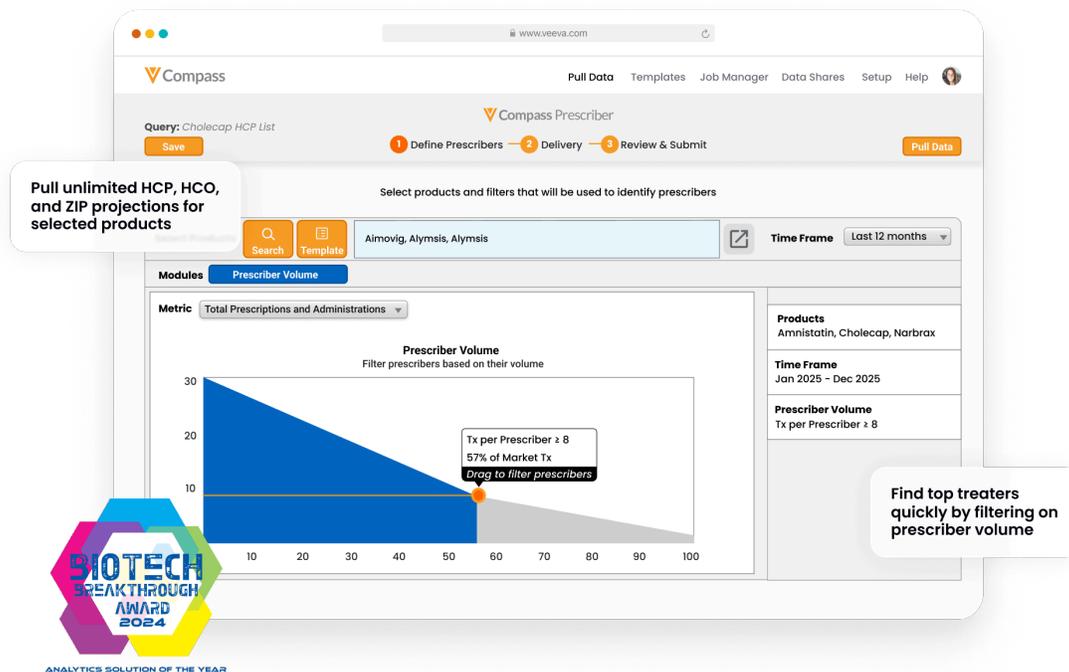
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Introduction

In today's complex therapeutic landscape, pharmaceutical companies need more than traditional prescription data to understand their markets. Many modern therapies – from specialty infusions to precision medicines – generate data not just at retail pharmacies but in medical claims (e.g. in-office injections and procedures). In fact, over one-third of prescribed drugs in the last year were found in medical claims rather than retail pharmacy data ([Redefining Commercial with Modern Data for Today's Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)). Relying only on legacy retail prescription data leaves blind spots and slows down decision-making ([Redefining Commercial with Modern Data for Today's Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)). Veeva **Compass Suite** is a modern commercial data solution designed to fill these gaps by providing a complete, patient-centric view of both prescription and medical claims activity ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). By integrating comprehensive healthcare claims data into an anonymized patient and prescriber dataset, Veeva Compass Suite gives life sciences teams timely and actionable insights for better segmentation, targeting, and strategy. As Mike Riffard of ANI Pharmaceuticals noted, *"Veeva Compass Suite delivers the data the industry needs for a faster, more precise approach to commercialization,"* enabling field teams to get *"a more complete and timely view of our customers"* ([Veeva Compass Suite | Commercial Data | Veeva](#)).

Overview of Veeva Compass Suite Claims

Veeva Compass Suite is comprised of three integrated data products – **Compass Patient**, **Compass Prescriber**, and **Compass National** – which collectively offer a full panorama of U.S. patient and healthcare provider activity ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)).

Compass Patient provides granular anonymous patient longitudinal data (APLD), including dispensed prescriptions, medical procedures, and diagnoses ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)).

Compass Prescriber delivers projected prescription and procedure volumes at the healthcare provider (HCP), healthcare organization (HCO), and zip code level, covering both retail and non-retail channels ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)).

Compass National offers state and national-level projected data for prescriptions and procedures, giving a macro view of market trends across over 4,000 therapy brands ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)). All data is drawn from a unique **Compass Data Network** built on linked pharmacy and medical claims, enabling a **patient-first** perspective on treatment patterns ([Veeva Compass Modernizes Prescriber Data with New Approach Designed for Today's Complex Therapies | Veeva](#)).

Key Features and Benefits:

- **Comprehensive claims coverage:** Veeva Compass aggregates **retail pharmacy claims** and **in-office medical claims** to capture prescription **and** procedure data across the care continuum. This yields a complete market view spanning **4,000+ brands** and treatments ([Veeva Compass Suite | Commercial Data | Veeva](#)). The Compass data network encompasses over **300 million** de-identified patients and **80+ billion** health records (prescriptions, procedures, etc.) with more than 7 years of history ([Latest Veeva Vault CRM Suite Connects Sales, Marketing, and Medical](#)). Even niche

or complex therapies (e.g. infusions, gene therapies) are included, ensuring no patient or prescriber activity is overlooked.

- **Patient-centric, privacy-safe data:** Compass uses patented patient identity-linking technology to connect disparate data sources into longitudinal patient journeys ([Veeva Compass Modernizes Prescriber Data with New Approach Designed for Today's Complex Therapies | Veeva](#)). This means diagnoses, treatments, and outcomes can be tied together, giving insight into each step of a patient's journey without revealing personal identities. By taking a **"patient-first"** approach, Compass helps commercial teams see where patients are in their treatment pathway – for example, identifying undiagnosed patients in rare diseases or tracking when a patient moves from diagnosis to therapy – all while protecting patient privacy ([Veeva Compass Modernizes Prescriber Data with New Approach Designed for Today's Complex Therapies | Veeva](#)).
- **Unlimited on-demand access:** Unlike legacy data licensing that often restricts usage, Veeva Compass provides **unlimited access** to all available data for each subscribed brand ([Veeva Compass Suite | Commercial Data | Veeva](#)). Teams can pull as much data as needed, across any time period, without worrying about volume limits or extra fees. This freedom to use **all** the data at any time unlocks deeper insights, as users can ask ad-hoc questions and fully explore the data universe to inform decisions ([Veeva Compass Suite | Commercial Data | Veeva](#)).
- **Timely insights with daily updates:** Compass is built on a modern data architecture that refreshes data **daily**, drastically reducing the lag between real-world events and available insights ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). New prescriptions, procedures, or diagnoses appear in the data as soon as claims are adjudicated, often within a day. This timeliness lets teams spot emerging trends (like a surge in new patient starts or an uptick in a competitor's usage) and react in near real-time, rather than waiting weeks or months for monthly data feeds ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)).

- **Simple, flexible licensing model:** Data in the Compass Suite is licensed at the product **brand** level, not by picking individual data subsets or “market baskets.” This simple model means that once a company subscribes for a brand, they automatically get all relevant patient, prescriber, and national data for that therapy’s market ([Veeva Compass Suite | Commercial Data | Veeva](#)). There’s no need to negotiate separate deals for competitor data or specific geographies – Compass includes the full market by default, with no market-basket restrictions ([Veeva Compass Suite | Commercial Data | Veeva](#)). This predictability and breadth give teams the flexibility to explore any facet of their market without procurement hurdles.
- **Integration with commercial workflows:** As part of the Veeva Commercial Cloud, Compass data is designed to integrate seamlessly with tools that teams already use. For example, Compass plugs into Veeva CRM, so field reps can receive data-driven insights (like alerts on new patient diagnoses or shifts in an HCP’s prescribing) right within their CRM dashboard ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). Insights can also feed into analytics platforms, dashboards, and data science models. This connectivity ensures that the rich claims data translates into actionable intelligence in the hands of sales, marketing, and operations teams without manual data wrangling. Ultimately, users get faster answers because Compass marries **connected data and software** for end-to-end commercial execution ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)).

With these features, Veeva Compass Suite aims to modernize commercial data for life sciences. Early adopters have reported impressive gains by using Compass – for instance, one top-10 pharma company discovered **34% more** oncology patients than previously identified, a biotech found **50% more** treaters (HCPs) in a rare disease area, and another biotech was able to activate its field force **30 days faster** compared to using traditional data sources ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). In the following sections, we delve into how specific teams – from sales reps in the field to forecasting analysts – can leverage Veeva Compass Suite’s claims data to improve workflows, gain insights, and support better decision-making (all

without any need for competitive data comparisons or complex pricing schemes).

For Pharmaceutical Sales Representatives

Empowering Field Teams with Timely Customer Insights: Front-line sales representatives need up-to-date information on healthcare providers and patients in their territory to engage effectively. Veeva Compass Suite equips pharma sales reps with a 360° view of their customers (HCPs) and the market dynamics around them. Reps can see which doctors are treating the most patients, when new patients start therapy, and how prescribing behavior is trending – all of which helps prioritize calls and tailor discussions.

- **Complete HCP profiles:** Using Compass data, reps gain a more complete and timely view of each HCP's activity. They can identify top prescribers and also those "hidden" prescribers who might not have shown up in traditional data. For example, because Compass includes in-office procedures, a physician administering therapy infusions would now be visible to the rep, whereas before they might have been missed if only retail prescriptions were considered ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)) ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). This ensures reps focus on **all** relevant clinicians, not just the obvious ones, leading to more effective coverage of their territory.
- **Real-time field alerts:** Sales teams can set up automated triggers based on the claims data to notify reps of important events in their area. For instance, if a new patient is diagnosed with a disease or if an HCP writes the first prescription for the rep's product, Compass can flag that rapidly. With **daily updating**, reps might receive an alert within a day of the event, enabling them to follow up immediately rather than finding out weeks later

([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). Companies using Compass have implemented such **data-driven alerts** so that reps can “get to the right patient at the right time for treatment” by intervening promptly when a new therapy start or diagnosis occurs ([Redefining Commercial with Modern Data for Today's Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)). This kind of timely intelligence helps reps accelerate patient access to therapy and not miss critical windows of opportunity.

- **Dynamic targeting suggestions:** Beyond one-off alerts, Compass data supports ongoing dynamic targeting. Field reps see insights like which physicians in their territory are rapidly growing in treatment volume, which ones have a sudden decrease in prescribing (perhaps indicating they need re-engagement), or where new high-potential patients are coming from ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). These insights can be presented as **data-driven suggestions** in the rep’s workflow. For example, a rep might be shown a list of “top growth HCPs” this quarter, or notified that Dr. Smith has just started treating patients with the competitor’s drug – prompting the rep to visit Dr. Smith with a new message. By continuously highlighting where the rep’s attention is most needed, Compass helps **prioritize the right HCPs** and actions at the right time.
- **Integrated into rep workflow:** Crucially, all these insights are delivered in a seamless way. Veeva Compass integrates with Veeva CRM, meaning reps don’t have to toggle between separate data tools – the alerts and analytics can surface directly in their CRM interface (for instance, via **CRM MyInsights dashboards**) ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). A sales representative starting their day can log into their CRM and immediately see which doctors have new prescribing activity or which patients were recently diagnosed in their territory. This integration into existing workflows makes it easy for reps to act on data. As one analytics leader noted, Compass’s **“flexible user interface provides an innovative way for us to answer difficult business questions”**, allowing reps to explore data without needing technical skills ([Veeva](#)

[Compass Modernizes Prescriber Data with New Approach Designed for Today's Complex Therapies | Veeva](#)). In short, Compass turns massive claims data into simple, actionable intelligence that a rep can use on a daily basis – leading to more informed conversations with HCPs and ultimately better support for patients.

For Marketing Teams

Data-Driven Marketing Strategy and Patient Insights: Marketing teams in pharma – including product brand managers and commercial strategists – benefit from Compass Suite by gaining a clear, data-backed picture of their market and customer behavior. With comprehensive claims data at their fingertips, marketers can more accurately size the market, target their campaigns, and craft strategies that resonate with both physicians and patients.

- **Accurate market assessment:** Compass's full-market visibility allows marketing teams to assess the true size and makeup of their disease landscape with confidence. Instead of extrapolating from partial datasets, they can see exactly how many patients are being diagnosed and treated, where those patients are located, and which HCPs are treating them. The **granular patient data** in Compass Patient supports detailed **market sizing and segmentation** ([Latest Veeva Vault CRM Suite Connects Sales, Marketing, and Medical](#)). Marketers can break down the patient population by diagnosis stage, lines of therapy, or comorbidities, for example. This leads to more precise targeting of marketing efforts – budgets and campaigns can be allocated based on real patient concentrations and unmet needs. Moreover, because Compass captures both traditional retail prescriptions and procedures administered in clinics, the marketing team gets a **complete view of the total addressable market** (including portions that historically might have been missed in standard retail prescription audits) ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)).

- **Patient journey insights:** The **longitudinal patient-level data** in Compass is especially valuable for brand teams looking to improve patient outcomes and support. Marketing analysts can use Compass to perform *patient journey analytics* – mapping how patients progress from initial diagnosis, through treatment, to outcomes ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)). This can reveal critical drop-off points or delays in the journey. For example, an analysis might show that many patients get diagnosed but then wait months before starting therapy, or that patients are discontinuing treatment after a certain procedure or refill. Armed with these insights, marketing teams can design patient support programs or educational initiatives to address those gaps (such as disease awareness campaigns to encourage earlier treatment, or adherence programs to reduce drop-off). Essentially, Compass helps marketers understand the **“why”** behind patient behavior by providing the data to answer questions about how patients move through the healthcare system.
- **Targeted HCP engagement:** On the HCP side, marketing can leverage Compass data to refine targeting and messaging for promotional campaigns. The **HCP segmentation and targeting** capabilities of Compass (via Prescriber data) highlight which physicians are most relevant to a brand – not only high-volume prescribers but also up-and-coming treaters and specialists performing relevant procedures ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)) ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)). Marketing teams can create more tailored content and channel strategies for different segments of HCPs. For instance, knowing that a subset of cardiologists is performing a high number of procedures for an injectable therapy could prompt a targeted educational webinar or digital campaign for that group. By aligning marketing outreach with the actual data on who is treating the patients, teams ensure their messages reach the **right HCPs with the right content**. This data-driven targeting improves engagement efficiency and avoids wasting effort on low-value targets.
- **Competitive and trend analysis:** Veeva Compass also arms marketing with actionable competitive intelligence – without needing separate data feeds.

Because it covers virtually all brands and treatments in the market (projected across thousands of brands), marketers can monitor **market share** and competitor trends in the same interface ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)). They can see how their product's uptake compares to competitors over time or in different regions, based on actual claims. If a competitor launches a new indication and starts gaining patients rapidly, the data will show that uptick promptly, allowing the brand team to respond (e.g., reinforcing their own differentiating messages in that patient subgroup). Additionally, state- and national-level Compass data (Compass National) provides a macro lens for marketers to track regional trends, identify **growth opportunities** in underpenetrated areas, or adjust strategy in markets where they lag. All of this can be done without violating the rule of no competitive pricing discussion – Compass simply provides factual volume and claims information that marketers can legally use for strategic insight. The net effect is **more agile marketing**: teams can base their plans on current, comprehensive data and adjust tactics quickly as the data reveals changes, rather than relying on quarterly sales reports or incomplete third-party data.

- **Measuring campaign impact in near-real time:** Thanks to daily data refreshes, marketing analytics teams can rapidly measure the impact of their initiatives. For example, if a direct-to-HCP digital campaign or a patient awareness campaign was launched, Compass data can show within days whether there's an uptick in diagnoses or new prescriptions in the target audience. Marketers no longer have to wait for end-of-quarter results to evaluate success; they can observe **leading indicators** through claims (such as more patients starting therapy) and refine campaigns on the fly. This quick feedback loop, supported by Compass's on-demand access, fosters a culture of **data-driven marketing** where strategies are continuously optimized based on what the market is doing in real time.

For Sales Operations Teams

Precision Planning, Targeting, and Incentive Management: Sales operations (sales ops) teams are responsible for designing sales territories, aligning field personnel, setting performance targets, and generally enabling the sales force to execute effectively. Veeva Compass Suite's rich claims data provides sales ops with the intelligence to make these processes far more precise and evidence-based than before.

- **Optimized territory alignments:** One of the core jobs of sales ops is carving out sales territories that are balanced and high-potential. Traditionally, territory alignment might rely on fragmented data or just past sales figures, which can miss important details. With Compass, sales ops can use **HCP-level projected prescription and procedure data** to inform territory design ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). This means they consider *total* activity (retail and non-retail) for each HCP, getting a true picture of each physician's contribution to the market. The impact is significant – in one analysis, using Compass Prescriber data for a schizophrenia drug market, a company identified **8,830 additional prescribers** by including in-office procedure data on top of prescriptions ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). This led to discovering **24,400 more patients** and indicated the need to add 40 more sales territories to fully cover the opportunity ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)). Such insights help sales ops avoid under-servicing areas with hidden demand. By leveraging Compass, teams can draw territories that ensure every valuable HCP is accounted for and reps have equitable opportunity loads, ultimately driving more revenue and better customer coverage.
- **Right-sizing field force and resource allocation:** A complete view of the market also enables sales operations to determine the optimal size and deployment of the sales team. Compass data answers critical questions like: *How many reps do we need for this launch given the number of target HCPs? Where should we position our reps to cover clusters of patients and prescribers?* With precise data on patient density and HCP activity by region, sales ops can **configure territories and headcount based on**

actual demand. Peter Stark of Veeva Compass noted that with full data, companies can now “create the right size field teams [and] align them to territories” with greater accuracy ([Redefining Commercial with Modern Data for Today’s Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)) ([Redefining Commercial with Modern Data for Today’s Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)). The agility of having on-demand data means if a region suddenly shows growth (say a new group of prescribers emerges), sales ops can quickly realign or add a rep in that area – something that was difficult when data took weeks to obtain ([Redefining Commercial with Modern Data for Today’s Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)) ([Redefining Commercial with Modern Data for Today’s Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)). In short, Compass helps sales ops **match sales capacity to market potential** in a fluid, data-driven way.

- **Enhanced targeting and segmentation:** Sales ops often owns the creation of target lists and call plans for reps. Compass makes this process more robust by supplying a full universe of HCPs involved in treating a condition, along with their activity level. The team can segment HCPs into tiers (e.g., A, B, C targets) with confidence that those tiers reflect real current opportunity. Because Compass identifies not just current prescribers but also diagnosticians and procedure-performing HCPs, sales ops can expand targeting to **non-traditional influencers** in the patient journey (for example, a specialist who diagnoses patients before referring them to a treating physician). This comprehensive segmentation ensures reps call on all the stakeholders who impact patient treatment decisions, not just the prescriber writing the final prescription. Additionally, Compass data can feed into **incentive compensation plan design** – by understanding the full market potential of each territory or HCP, sales ops can set fair sales targets and quotas. They can be confident that if a rep exceeds their goal, it’s due to real market expansion, and if they miss, it’s not because the data was missing part of the picture. (Compass Prescriber data is explicitly used for

incentive compensation calculations, as it provides a neutral, complete measure of HCP activity ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#).) This leads to more equitable and motivating compensation for the field force.

- **Simplified data management and speed:** From an operational standpoint, Veeva Compass's licensing and delivery model also eases the burden on sales ops teams. Instead of juggling multiple data suppliers (one for retail prescriptions, another for medical claims, etc.) and dealing with complex contracts for each brand or territory, sales ops gets a **single source of truth** with Compass. The **brand-based license** with unlimited access means the team doesn't have to constantly request new data cuts or worry about going out-of-scope of their contract ([Veeva Compass Suite | Commercial Data | Veeva](#)). All necessary data is readily available in one place, which reduces complexity and saves time. Furthermore, the fact that Compass updates daily and is accessible on demand means sales ops analysts spend less time waiting and more time acting. Need to evaluate a potential re-alignment or a new call plan? They can pull the latest data and run the analysis immediately, rather than waiting for end-of-month data files. This speed can translate into competitive advantage – sales ops can implement changes (like reassigning an account or adjusting targeting) in weeks or days, whereas slower data might mean such changes happen only quarterly. Ultimately, Compass empowers sales operations to be **proactive** instead of reactive, using comprehensive claims data to continually fine-tune sales execution for maximum impact.

For Forecasting and Analytics Teams

Deeper Insights and More Accurate Forecasts: Analytics teams – including forecasting analysts, commercial insights groups, and data science teams – rely on robust data to predict future performance and guide strategic decisions.

Veeva Compass Suite's rich claims data assets provide a goldmine for these teams to improve the accuracy of forecasts, enhance market analytics, and support evidence-based decision-making at the highest levels.

- **Improved forecast accuracy: Compass National** data delivers prescription and procedure volumes at state and national levels, which is invaluable for forecasting models ([Now Available: Veeva Compass Suite of Commercial Data Products | Veeva](#)). Because this data accounts for *all* channels (retail pharmacy and medical claims) and even projects volumes for therapies without complete data, forecasters get a much closer approximation of true demand. This means when building a forecast for a new product launch or an existing product's growth, analysts can input baseline demand that reflects reality more completely than older datasets did. The inclusion of complex therapies (administered in clinics) in the data is particularly important for accurate forecasts in oncology, rare diseases, and other specialties. Teams can forecast how a market will grow or decline with confidence that they aren't missing a chunk of data. In essence, Compass helps eliminate the "unknowns" in forecasting by providing a **holistic view of market size and treatment rates**, leading to projections that better match actual outcomes. Companies can plan manufacturing, inventory, and resource allocation more reliably with these improved forecasts.
- **Real-time market share and performance tracking:** Analytics teams can use Compass to continuously monitor how a brand is performing relative to competitors across regions and over time. Instead of waiting for third-party reports, they can query Compass for up-to-date **market share** statistics – for example, what percent of all treated patients our product has this month versus last month, and how that compares to each competitor. Since Compass is comprehensive, these market share calculations are grounded in actual claims data from all brands (the suite covers 4,000+ brands, including all major competitors) ([Veeva Compass Suite | Commercial Data | Veeva](#)). This enables **competitive analysis** on demand. Analysts can quickly identify if a competitor is gaining traction in certain geographies or subpopulations and inform leadership promptly. Additionally, performance

metrics like geographic heatmaps of prescriptions, leading prescribers nationally, or referral patterns can be derived from the data. Having this capability in-house means commercial leaders get insights faster and can pivot strategy sooner if needed. Compass essentially acts as an early-warning system for market changes, which is crucial for agile strategic planning.

- **Data-driven strategic planning and allocation:** The breadth of Compass data (spanning patients, HCPs, and national trends) supports high-level commercial strategy decisions. Analytics teams can combine patient data with prescriber data to answer complex questions such as: *Which patient segments are under-served in the current treatment paradigm? Are there geographic pockets with high patient density but low treatment rates? What is the potential impact of a new indication or a broader label on patient volumes?* With Compass, such analyses are grounded in real-world evidence. For example, an analytics team could identify that in a certain rare disease, a large number of patients have been diagnosed (via claims) but not yet started on any therapy – indicating an opportunity for better HCP education or patient outreach in that area. Or they might discover that a particular procedure (e.g. a diagnostic test) often precedes the use of their drug, helping them predict uptake of the drug by tracking the procedure's claims. These kinds of insights support strategic decisions about where to invest in physician education, patient support programs, or regional growth initiatives. In short, Compass claims data provides the **facts and figures to back strategic choices** – reducing reliance on gut feeling or incomplete data.
- **Faster analytics and modeling:** From a data science perspective, having **daily, unlimited data** access means analytics teams can iterate and experiment much faster. They can build predictive models (for patient finding, adherence risk, etc.) using the full universe of data rather than small samples, which often leads to more robust models. One major advantage highlighted by Veeva is the ability to train machine learning models in near real-time as new data comes in, instead of having to retrain on a monthly schedule ([Prescription and Procedure Data for Biopharma](#))

[Commercialization | Veeva](#)). For example, an AI model that predicts which patients are likely to start therapy in the next 30 days can be updated daily with the latest signals (new lab test, new diagnostic code, etc. from claims) to improve its accuracy. Analytics teams can also perform what-if analyses on the fly – e.g., *“If we increase our market share by 5% in these specific regions, how many more patients is that per month?”* – by directly querying the Compass dataset. The **on-demand nature** of Compass, therefore, accelerates the insight generation cycle. Teams spend less time gathering or cleaning disparate data and more time on analysis and interpretation. This agility in analytics means the organization as a whole can respond to trends faster and make data-backed decisions in a timely manner.

In summary, Veeva Compass Suite’s comprehensive claims data is transforming how life sciences commercial teams operate. **Pharmaceutical sales representatives** are better informed and more agile in the field, thanks to complete customer profiles and real-time alerts. **Marketing teams** gain a clear window into patient journeys and market dynamics, allowing them to craft targeted strategies and adjust campaigns quickly. **Sales operations teams** can design and manage the sales force with precision – aligning territories, targets, and incentives to the actual market potential. And **forecasting/analytics teams** finally have the complete, up-to-date data needed for accurate forecasting, competitive analysis, and deep insights to guide strategic decisions. All of this is achieved without delving into competitive product comparisons or pricing discussions, but simply by leveraging the power of *better data*. Veeva Compass Suite demonstrates how modern, connected claims data can drive commercial excellence in life sciences – helping companies reach more patients in need, optimize their resources, and ultimately accelerate the uptake of important therapies in the market ([Redefining Commercial with Modern Data for Today’s Complex Therapies: Q&A with Peter Stark, Executive VP and General Manager of Veeva Compass](#)). The result is a more informed, responsive, and effective commercial operation, built on a foundation of comprehensive data and actionable insights.

Sources: Veeva Systems product literature and press releases, Veeva customer case studies, and industry publications ([Now Available: Veeva Compass Suite of](#)

[Commercial Data Products | Veeva](#) ([Veeva Compass Suite | Commercial Data | Veeva](#)) ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)) ([Prescription and Procedure Data for Biopharma Commercialization | Veeva](#)), accessed and verified in 2025.