Veeva MedInquiry

A modern, cloud-based application for end-to-end management, fulfillment, and compliance of medical information requests in the life sciences industry.

https://www.veeva.com/

Overview

Veeva MedInquiry is a core application within the Veeva Medical suite, built on the Veeva Vault platform, designed to streamline the entire lifecycle of medical information requests. It provides a centralized, compliant, and efficient solution for pharmaceutical, biotech, and medtech companies to manage inquiries from intake to fulfillment.

Product Overview and Key Benefits

MedInquiry serves as a single source of truth for all medical information requests, centralizing inquiries across products and geographies. This centralization ensures faster, more accurate inquiry response and drives efficiency by eliminating siloed systems and automating manual tasks. It is specifically designed for the highly regulated life sciences industry, ensuring all responses are constructed using approved, current content and maintaining compliance with global standards.

Main Features and Capabilities

Centralized Case Intake: Automatically receives and tracks inquiries from various channels, including a dedicated user interface, automated email ingestion, inbound telephony, live chat integration, and Veeva CRM.

Comprehensive Case Management: Manages the full lifecycle of an inquiry, including case assignment, contact management (integrating with Veeva OpenData and Network), and defining Service Level Agreements (SLAs).

Automated Response Generation: Detects Frequently Asked Questions (FAQs) and automatically creates response packages, including an email, cover letter, and approved content from the Vault Medical Library.

Controlled Content Distribution: Fulfills inquiries directly from Vault by sending response packages via email or a secure link, which controls document access and expiration to ensure content is always current and approved.
Adverse Event & Product Quality Complaint Capture: Enables the capture of data related to adverse events (AE) or product quality complaints (PQC) as part of a medical inquiry case and transfers this data to the appropriate safety/quality systems (e.g., Veeva Vault Safety, Veeva Vault Quality).
Reporting and Insights: Provides a full suite of Vault reporting and dashboards to gain insights into medical information trends and drive new content creation.

Target Users and Use Cases

Target Users: Medical Information teams, Medical Affairs professionals, Contact Center Agents, and Compliance/Quality personnel within Life Sciences organizations.

Use Cases:

Managing high-volume, global medical information requests.
Ensuring fast, consistent, and compliant responses to Health Care Professionals (HCPs) and consumers.
Automating the creation and distribution of approved scientific response packages.
Connecting medical inquiry data with safety and quality systems for seamless adverse event reporting.

Key Features

- Centralized Case Intake (Email, Phone, CRM)
- Automated Response Generation (FAQ/Standard Responses)
- Controlled Content Distribution (Secure Link/Email)
- Integration with Veeva CRM, Safety, and Quality
- Adverse Event & Product Quality Complaint Capture
- Compliance and Audit Trail Management
- Case Contact Management (Veeva OpenData/Network)
- Reporting and Dashboards

Pricing

Model: enterprise

> Subscription-based, modular licensing model, typically priced per Vault application and per named user. Pricing is not publicly disclosed and is tailored to the enterprise customer's scale and modules deployed.

Target Company Size: medium, enterprise

Integrations

Veeva CRM, Veeva Vault MedComms, Veeva Vault Safety, Veeva Vault Quality, Veeva OpenData, Veeva Network, Vault API, Inbound Telephony/Live Chat

Compliance & Certifications

ISO 27001, ISO 27018, SOC2 Type II, FDA 21 CFR Part 11 Compliance, GxP Compliance