



Unlock the Power of Qstream and Veeva

Qstream’s advanced integration with Veeva CRM helps manage, measure and coach pharma sales teams to new levels of engagement and effectiveness, while providing sales, training and development leaders with the data-driven insights they need to drive team performance at scale.

As the pharmaceutical industry continues its shift to patient-centric growth, sales teams and medical science liaisons (MSLs) need ongoing training and development to re-shape the way they engage with health care professionals (HCPs). Yet, access to clinicians is more challenging than ever, and medical sales reps have just minutes to demonstrate value on every call or visit.

Qstream’s clinically proven approach ensures that pharma teams have the knowledge, skills, and behaviors to move beyond a features and benefits discussion to a patient-centric approach. Now, with native integration to Veeva CRM, medical sales teams and their managers can experience all the benefits of Qstream from the same convenient, familiar interface.

How it Works

Medical Sales Reps & MSLs

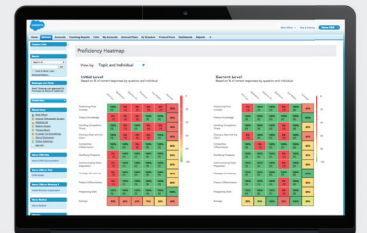
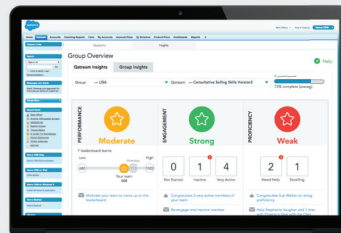
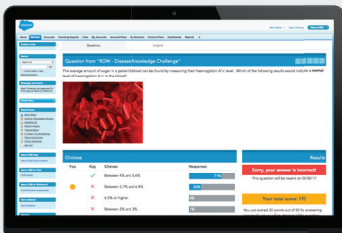
Time-efficient, engaging reinforcement

Front-line Managers

Actionable data, individualized coaching

Executive Leadership

Data-driven insights of team capabilities



- Medical reps and MSLs respond to Qstream challenges from within Veeva CRM environment
- Builds the necessary knowledge and skills for patient-centric engagement with HCPs in just minutes a day

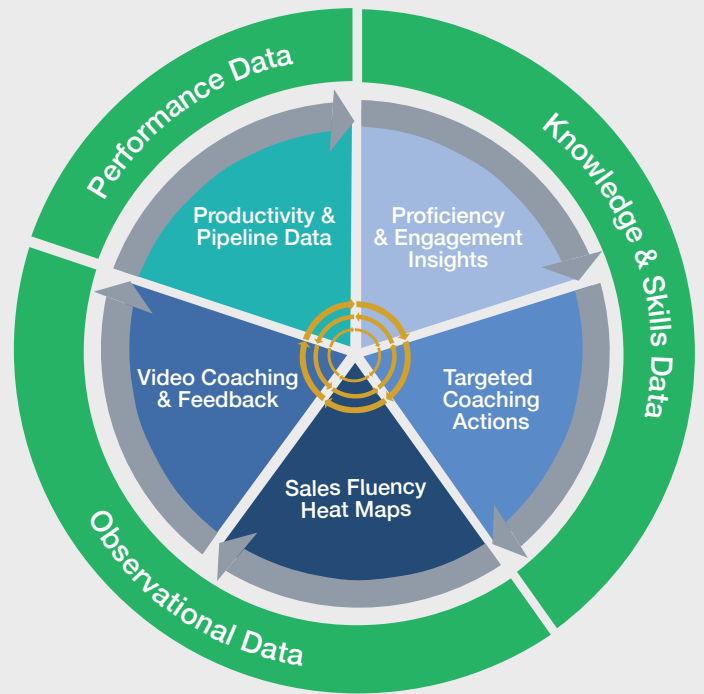
- Qstream Manager dashboards, available within Veeva CRM, help identify who, what and when to coach
- Easily identify knowledge and skills gaps with personalized coaching recommendations triggered from CRM objects and workflow

- Real-time dashboards and trend analysis correlate team capabilities to any business KPI, CRM activity or data set
- Sales fluency heat maps show team progress over time, based on custom defined filters
- Drill down to investigate where teams or individuals are excelling or need support

Features of Qstream and Veeva CRM Integration

- **Reporting & Dashboards:**
Combining Veeva CRM data with Qstream's real-time view of sales capabilities – by individual, business line, team or region - helps broaden the Veeva experience to manage and measure sales activity.
- **Coaching and Enrollment Triggers:**
Customer-defined, conditional rules initiate targeted coaching actions based on each rep's Qstream responses, allowing managers to provide real-time support and coaching. The same workflows can also trigger automatic enrollment into new Qstream challenges to address specific knowledge or skills gaps.
- **User and Management Hierarchy Synchronization:**
Seamless transfer of participant and management hierarchies in Qstream to simplify reporting and systems management.
- **Single Sign-On (SSO):**
Participants log-in just once to access both platforms, saving time and improving rep engagement with each application. SSO also reduces operational administration and strengthens enterprise security controls.

A Complete Picture of Team Capabilities



Qstream delivers the industry's most data-rich sales capabilities insights – both quantitative and qualitative. The powerful combination of Qstream's knowledge and skills data, blended with Veeva CRM performance and productivity data, delivers unparalleled visibility into the human side of sales, and helps transform your front-line managers into more effective and informed coaches.

About Qstream

Qstream's sales capabilities platform is used by leading brands in technology, financial services and life sciences, including 14 of the world's top 15 pharmaceutical companies, to manage the effectiveness of their sales teams and front-line managers at scale. Qstream's scientific approach has been validated in more than 20 randomized control trials to boost performance and durably change behaviors in just minutes a day using any mobile device.