INNOVATION GUIDE

Veeva PromoMats

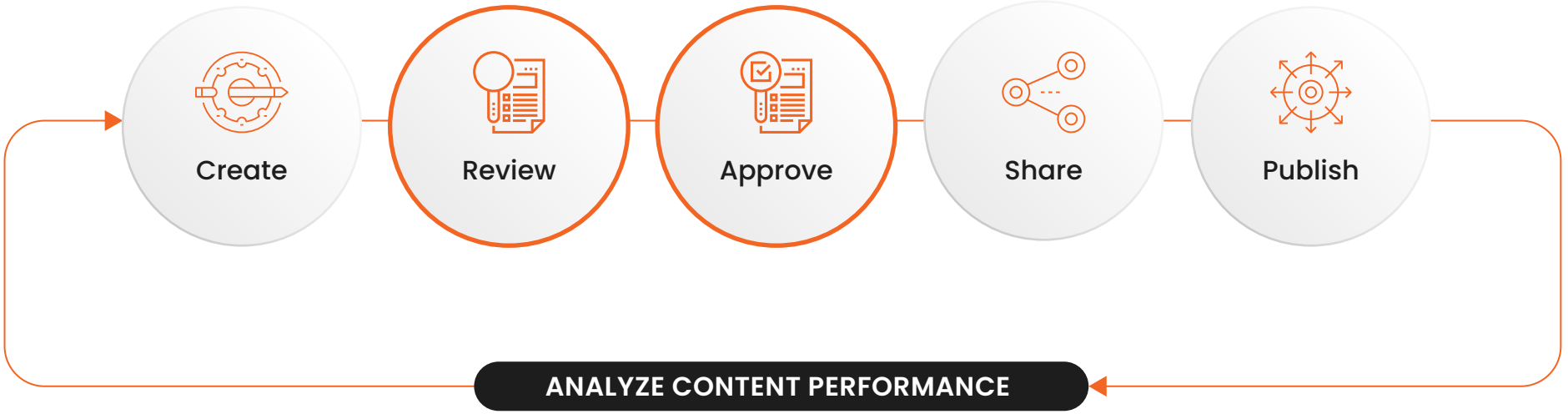
Latest Innovations

Overview

Content is vital in life sciences marketing. Done well, it builds trust in your brand, informs customers about cutting-edge science and technology, and showcases your organization to the right audiences. As a result, content volumes keep rising, meaning content teams have more to create, approve, maintain, and catalog — all while delivering metrics on asset usage and audience reception.

Veeva PromoMats is the compliant, centralized, and connected solution to manage this rapid rise in content volume. Innovations in Veeva PromoMats strive to set the industry standard for biopharma content strategy and support commercial content creation, MLR, claims, and management.

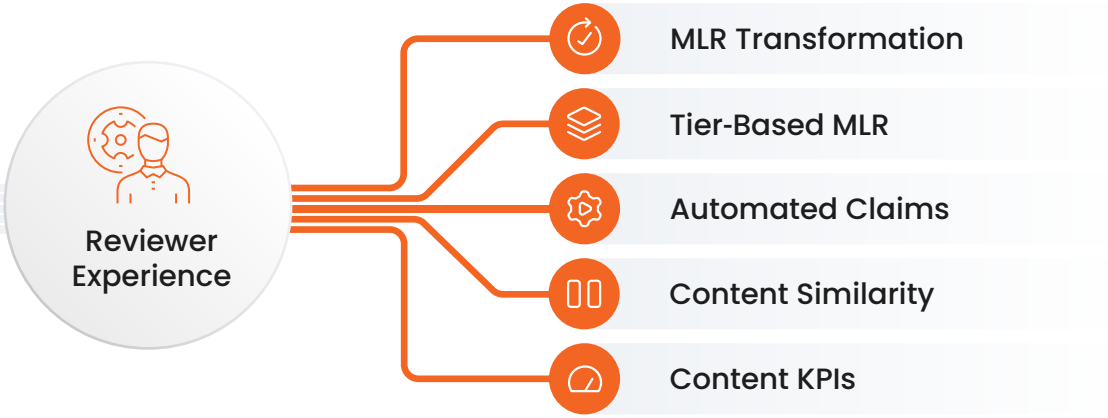
Read on for highlights from more than 40 new Veeva PromoMats innovations released in 2024 — all designed to help you build and maintain a compliant content foundation in 2025 and beyond.



Review and Approve

Medical, legal, and regulatory review

Fast, compliant review is core to life sciences commercial content, and innovations in Veeva PromoMats continue to enhance the reviewer experience.



Updates to MLR in 2024 provide efficiency and automation, speed, and enhanced metrics tracking to keep your content timelines on track.

Minimize manual tasks by automating steps in your Workflows

You can use Formulas anywhere in Workflow where you can define "conditions."

- Use a Formula for the "Create" event action to determine which Workflow to start.
- Use a Formula in decision steps to determine next steps in the Workflow.
- Use Formulas for Entry Criteria conditions, what should be validated, and customer validation messages.

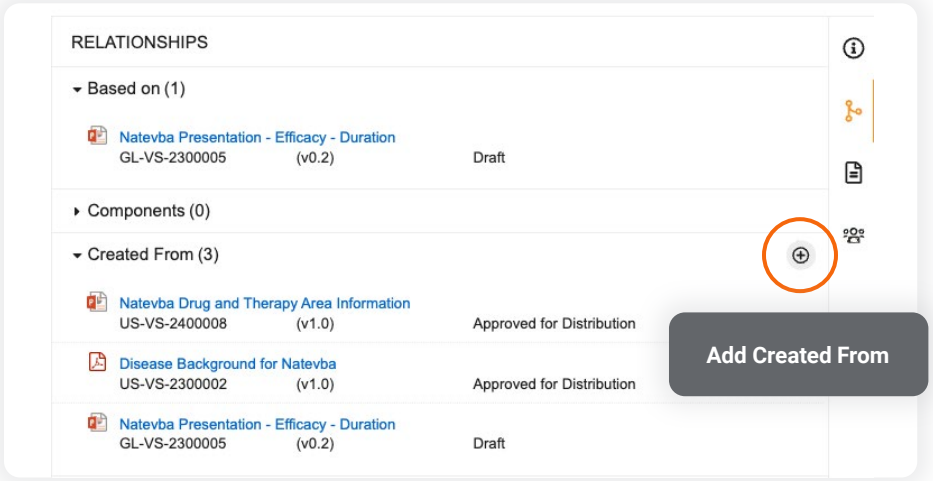
Watch this demo to learn how to use Formulas to automate your Workflows.

QUICK TIP

Formulas and automated Workflows can help support Tier-Based MLR review for faster, more efficient processes.

Simplify review by easily seeing document relationships

Reusing content is a significant cost-saver for biopharmas, and it's easier on the reviewer when content stems from already approved content. The Created From Document Relationship feature captures and flags derivative content for reviewers when a user creates a copy of a document. This is similar to the existing Based On relationship type, but with added benefit: users can apply additional documents to the Created From relationship through authoring tools integrated with PromoMats or manually through the user interface after a user creates the document.



Track and measure content lifecycle with more specificity

Streamlining your MLR process and identifying internal bottlenecks increases speed to market and improves content personalization. Updates to **Process Reporting and Cycle Time Calculations** will allow you to more easily understand how long it takes to perform specific aspects of the review process, when a certain state change happens, and where there are potential bottlenecks. Content teams can use these metrics to improve the overall business process and the team's performance.

To enable this, check out the new functions that are supported in report formula fields for object reports.

Create Compliant Content Backed by a Central Claims Library

QUICK TIP
Users can automatically approve Claims upon creation if the document they are harvested from is approved.

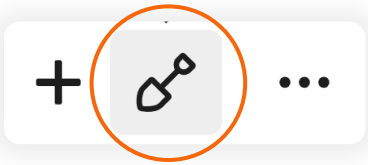
QUICK TIP
Users no longer need to manually trigger the Auto-Linking action. With **Auto-Link on Initial Upload**, Vault will automatically link and suggest Text Assets when a user uploads the first version of a document to Vault or makes a copy.

Claims

A central claims library allows you to automatically and compliantly annotate claims and references on materials. Innovations in claims optimize MLR workflows and ultimately save time and resources.

Harvest claims with a few clicks

Building a claims library is a historically manual and tedious process, from creating individual claims to claims approvals. Streamline the claims management process with automated Claims Harvesting, which turns Linked Reference Annotations into new claim records automatically.



Claims Harvesting can be configured to run automatically upon approval and extract link annotations from documents to populate the claims library. Or, users can click the shovel icon directly from the user interface to initiate the harvesting process.

Reduce manual work and ensure consistency

PromoMats now provides an automated process for updating claims when reference documents are updated.

Previously, when the reference document of an anchor was up-versioned, claims supported by the reference needed to be manually updated or moved out of steady state. Now, with Auto-Update Reference Anchors for Text Assets, Vault updates claim records with the latest document version of unchanged text anchors that are brought forward on reference documents. You'll still be able to review the prior version history of the reference materials on the claim record.

Experience better text detection from images

Image files are heavily utilized in promotional material uploads, but previous Optical Character Recognition (OCR) capabilities were primarily optimized for scanning PDFs. Now, improved OCR for images results in more recognized text, and will ensure a more consistent, accurate experience for users leveraging features like search, annotation, and Auto-Linking.

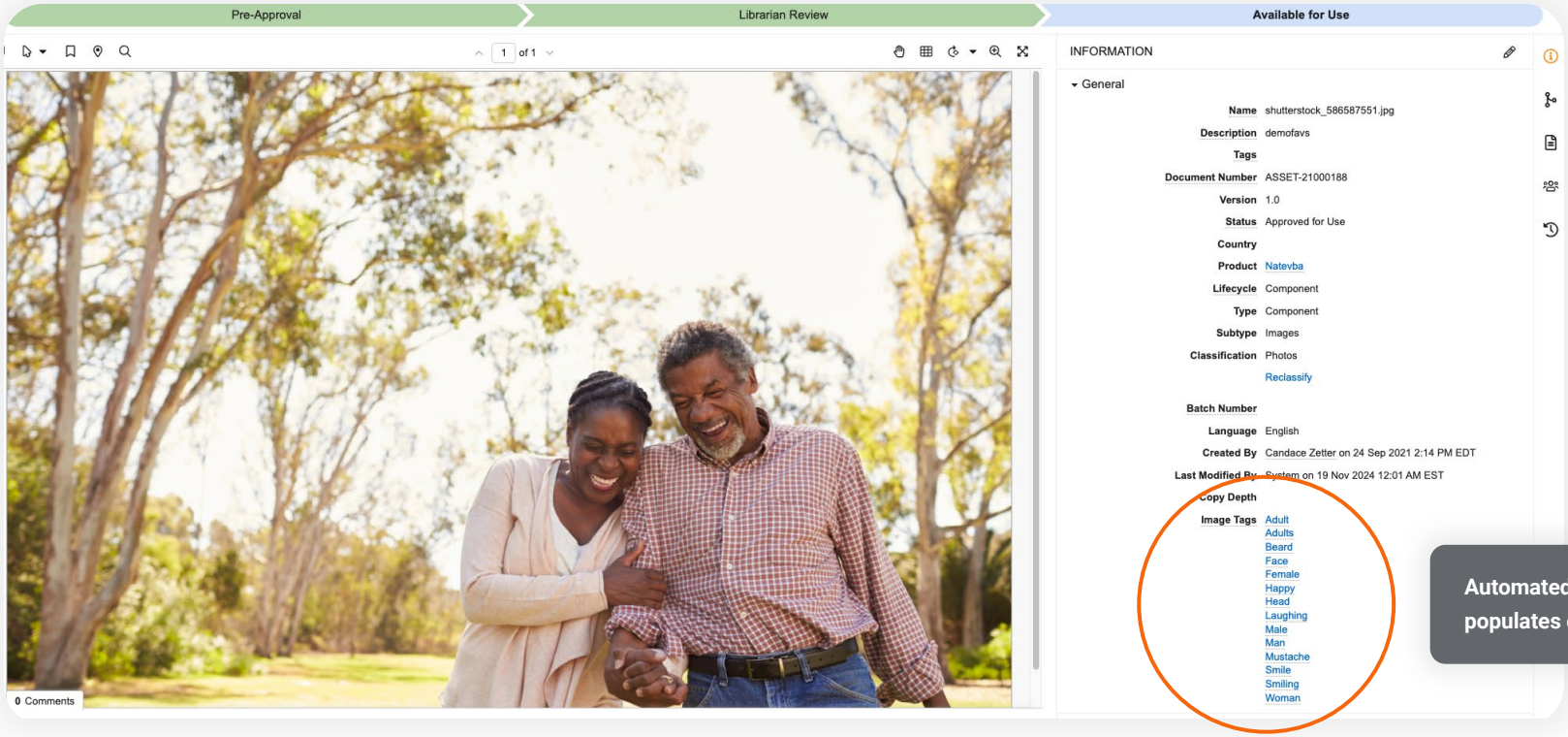
Store, Search, and Share

Digital Asset Management

Veeva PromoMats DAM provides a single solution to store, search, and share compliant content. Built for life sciences, it drives content reuse and cost savings.

Support content reuse with AI

Improve asset searchability with automatic tagging of images in your content. Upon upload, Vault will run Automated Image Tagging and apply contextual tags to your images from your curated list of tags, providing users with valuable data to help with searching for assets.



Organize and streamline brand content

Promote key content within Brand Portal, the “storefront” for your brand.

- Quickly **find more information on documents** on the Portals homepage, like file formats and document type or classification, without having to hover over a document card.
- The security requirements process for **adding documents to the Portal** has been simplified. Now, when users add content to a Widget, they do not require the “Edit Field” permission on the document to complete the action, and the action is completed by Vault on the user’s behalf.
- **Portals Tab visibility** is now based solely on user permissions, meaning users with permissions can still see the tab even when no Portals exist. Previously, if users had access to the Portals Tab but no Portals existed, the tab was hidden.

Elevate Your Content Creation Strategy

QUICK TIP

With **Combinations for Content Modules**, users can now easily group assets within a Module for specific channels, messaging, or personas. Try it with CRM Email Builder.

QUICK TIP

For additional ease-of-review, reviewers can now comment on Content Modules directly from the Modular Content tab.

Modular Content

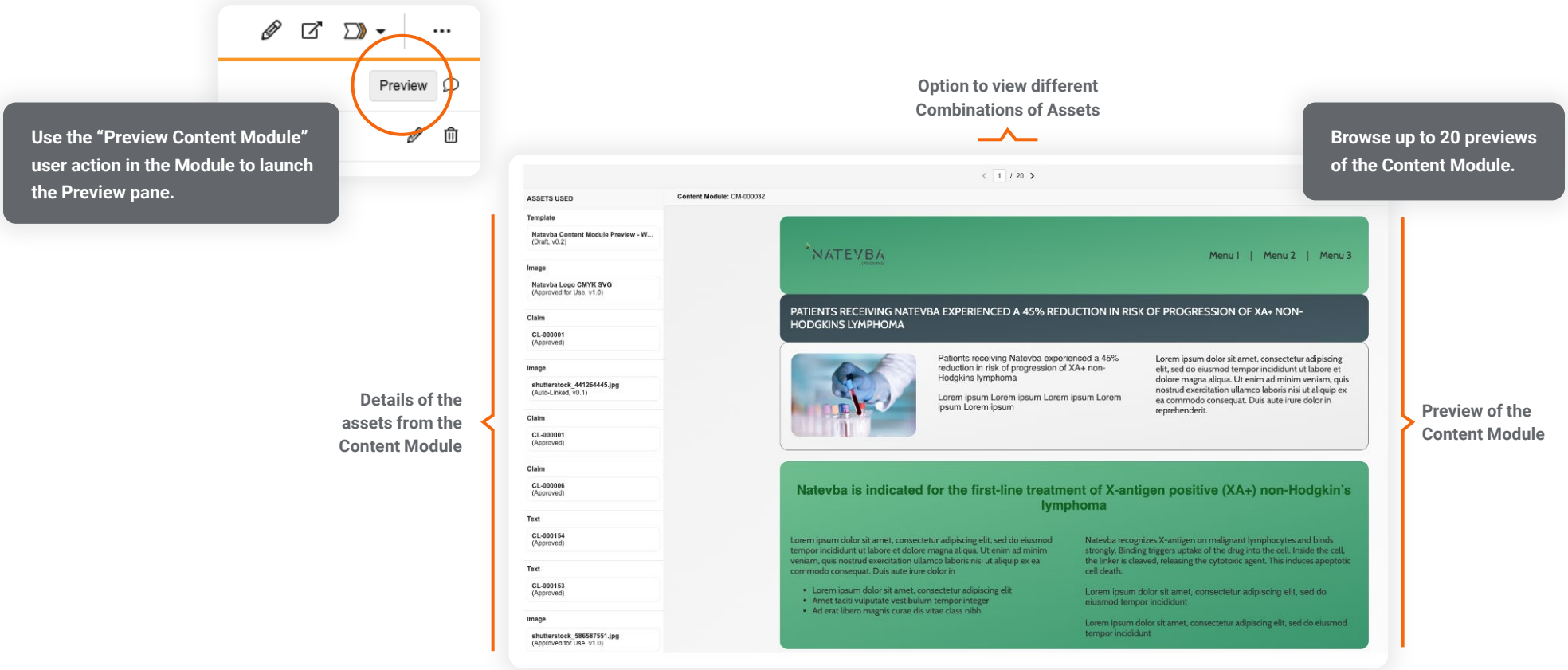
Modular Content within Veeva PromoMats supports a more streamlined end-to-end content experience — from creation, to review and approval, to in-market execution.

Enable reps to create personalized emails with pre-approved Modules

Veeva PromoMats now supports the “CRM Email” module type and will host the pre-approved email assets that reps can use to construct personalized emails in the CRM Email Builder.

Preview Modules against layout templates

Modular Content Previews simplify the review process by demonstrating to reviewers how the Content Module would appear within a piece of content.



Connect and Standardize

Commercial Content Kernel

As life sciences companies continue to introduce new data and software into their organizations, different names and formats are often used to describe the same information. This is especially true of commercial content: the industry maintains more than 300,000 types, yet the historic absence of a standardized taxonomy means there is no common language to classify content across regions.

Veeva’s Commercial Content Kernel simplifies and accelerates the process by providing a content hierarchy, classification, and description for organizing and delivering quality content across Vaults, the enterprise, and the industry.

Veeva champions industry-wide adoption of the taxonomy. Individual Vaults can implement this change via the Document Type and Document Subtype attributes. However, it's important first to assess your current taxonomy in PromoMats. Reach out to your Veeva Account Partner to get started.

Vault Connections

Forge new connections from clinical to commercial

Seamlessly connect marketing and medical content ecosystems with the PromoMats-Medical Connection.

BIDIRECTIONAL CONNECTION

Create and manage your reference libraries centrally in Veeva Medical. The Connection transfers reference materials automatically into PromoMats to reduce manual work and eliminate out-of-sync references.

Synchronize your labeling documents by allowing Veeva PromoMats to send this content to Veeva Medical.

Learn more tips and tricks to make the most of Veeva PromoMats in the Veeva PromoMats community on Veeva Connect.

The RIM-PromoMats Product Data Transfer marks a key step on the journey to data standardization across Vaults. The RIM-PromoMats Connection currently supports the transfer of eCTD submission materials and approved labels between Vaults. The Data Transfer will further those capabilities by facilitating the creation of materials at the global level, given the easier flow of data from Vault to Vault. As commercialization progresses, Vault will transfer product hierarchy and registration data from Veeva RIM to Veeva PromoMats, and brand data from PromoMats to Medical. With several new objects in Veeva PromoMats — and updates to existing product objects — you can now map data from Veeva RIM through Veeva PromoMats, and eventually through Vault CRM.

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