Veeva

Veeva 2015 Life Sciences Commercial Content Management Survey

FULL FINDINGS REPORT

Summary

The *Veeva 2015 Life Sciences Commercial Content Management Survey* explores the industry's progress in transitioning to automated methods of managing commercial content across the digital supply chain, including creation, approval, distribution, and withdrawal. Drawn from the experiences and opinions of regulatory, marketing, and medical leaders from around the globe, the goal of this research is to understand the key capabilities required to speed commercial content time to market, and maintain optimal compliance.

This report details the current landscape of systems in use, identifies those capabilities needed to improve life sciences' commercial content management, and charts the industry's progress in adopting systems to meet its speed and compliance needs.

Key Findings

- Most respondents (89%) say they rely upon multiple systems and methods to manage commercial content.
- More than half (60%) rely on email to complete at least one or more tasks such as review and approval, or content distribution, while 41% still use paper-based processes for certain functions.
- Majorities lack key capabilities to drive speed to market, including the ability to report on content status and process bottlenecks (85%), to reuse assets and materials via a global digital asset management system (70%), and to electronically distribute approved content to multiple channels (60%).
- Respondents also report they lack key capabilities for compliance, including reports on where claims and content are in use (81%) and an audit trail to manage commercial content throughout its lifecycle (49%).
- Few (6%) use an end-to-end commercial content management system. Respondents expressed higher satisfaction (88% to 100%) with a number of key capabilities as compared to respondents using email, paper, or other systems to manage commercial content (45% to 66%).
- A majority of respondents say the use of an end-to-end commercial content management system would speed time to market for content (73%) and improve compliance (52%).

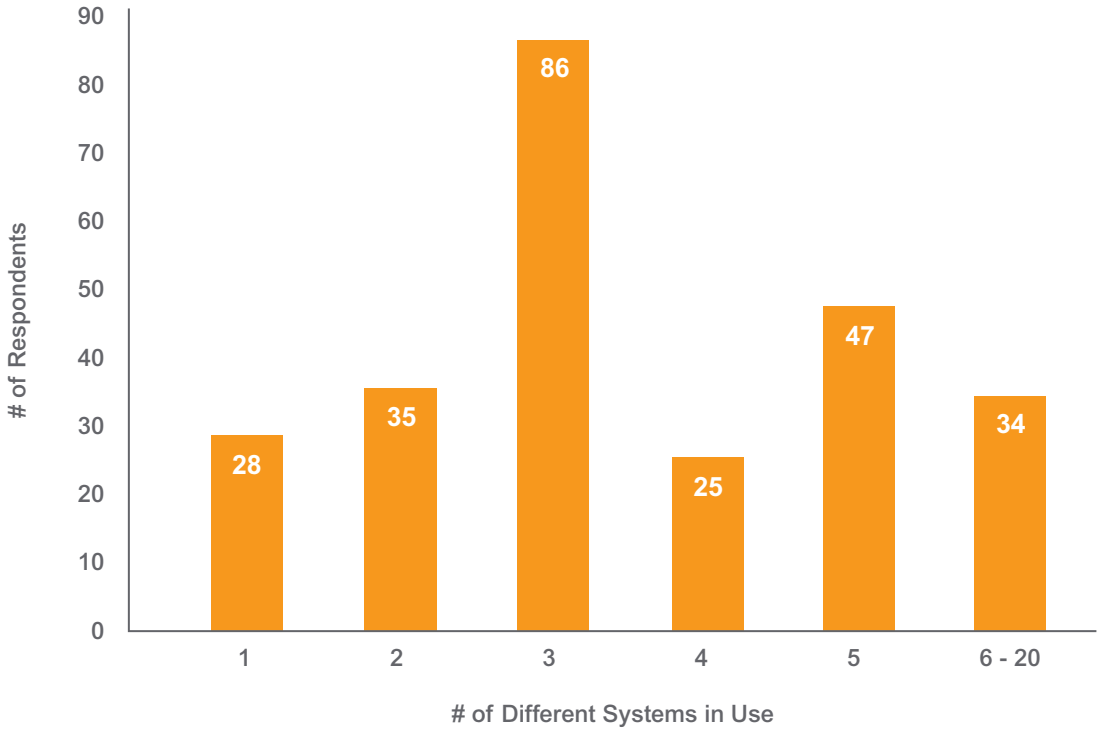
Number and Types of Commercial Content Management Tools in Use

Respondents were asked how many systems or tools their company uses to manage commercial content globally (Figure 1). The survey found a prevalence of multiple systems and manual processes in use to manage content through the digital supply chain. The vast majority of respondents, 89%, reported using two or more systems or processes with only 11% reporting use of just one tool.

Number of Different Commercial Content Management Systems Used

Base: Total respondents with systems, N=255

Average number of systems = 4



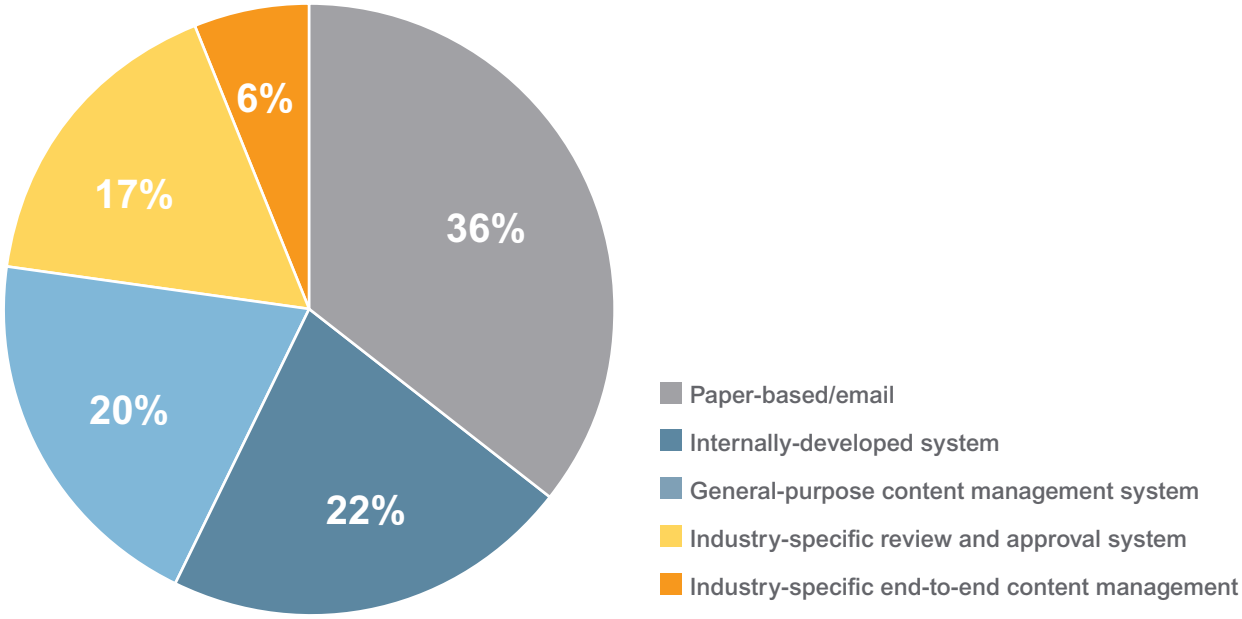
How many different systems or tools does your company currently use worldwide to manage commercial content?

Figure 1

Efforts over the past 15 years to evolve from paper-based processes to more automated methods include the use of automated review and approval products and newer, end-to-end systems that manage commercial content from creation through distribution and withdrawal. But when it comes to a company's primary system for managing commercial content (Figure 2), the largest cohort of respondents continue to rely on a combination of paper and email (36%). More than one in five (22%) use internally-developed systems, and 20% say they use general-purpose content management systems. Another 17% use legacy, industry-specific tools that focus primarily on automated review and approval of commercial content. A minority (6%) use newer end-to-end life sciences-specific solutions that include review and approval workflow, a digital asset library, claims management, reporting, and automated multichannel distribution and withdrawal capabilities.

Primary System Used to Manage Commercial Content

Base: Total respondents with systems, N=256



What systems or tools do you use to manage commercial content?

Figure 2

Survey participants were asked what systems or tools are used to manage commercial content (multiple choices were allowed). Survey results showed that although 65% of respondents have automated the review and approval portion of the process, supplementary systems are still required. The findings show that respondents use an average of four systems to manage commercial content. Email was the most oft-cited tool, in use by 61% of respondents, followed by paper-based processes (41%). Just over one third (34%) use a general purpose content management system and the same percentage use a digital asset management system, while 31%, employ a local file system.

The smallest cohort, 6%, uses a life sciences-specific end-to-end system that manages commercial content across the digital supply chain.

Capabilities Needed to Improve Speed to Market

Despite using multiple systems to manage commercial content across the digital supply chain, the majority of respondents (90%) say they lack some of the same key capabilities needed to improve speed to market. For instance, 85% say their systems do not provide the ability to report on content status and process bottlenecks. The majority of respondents say they do not provide a global digital asset management system (70%), and/or the ability to electronically distribute approved content to multiple channels (60%). Roughly half of respondents lack audit trail capabilities, and automated review and approval workflow (49% and 48% respectively). Ten percent noted having none of the capabilities listed.

Commercial Content Management System Capabilities that Would Improve Speed to Market

Base: Total respondents with systems, N=256

How would the following promotional content management system or tool capabilities impact speed in getting commercial content to market?

Figure 3

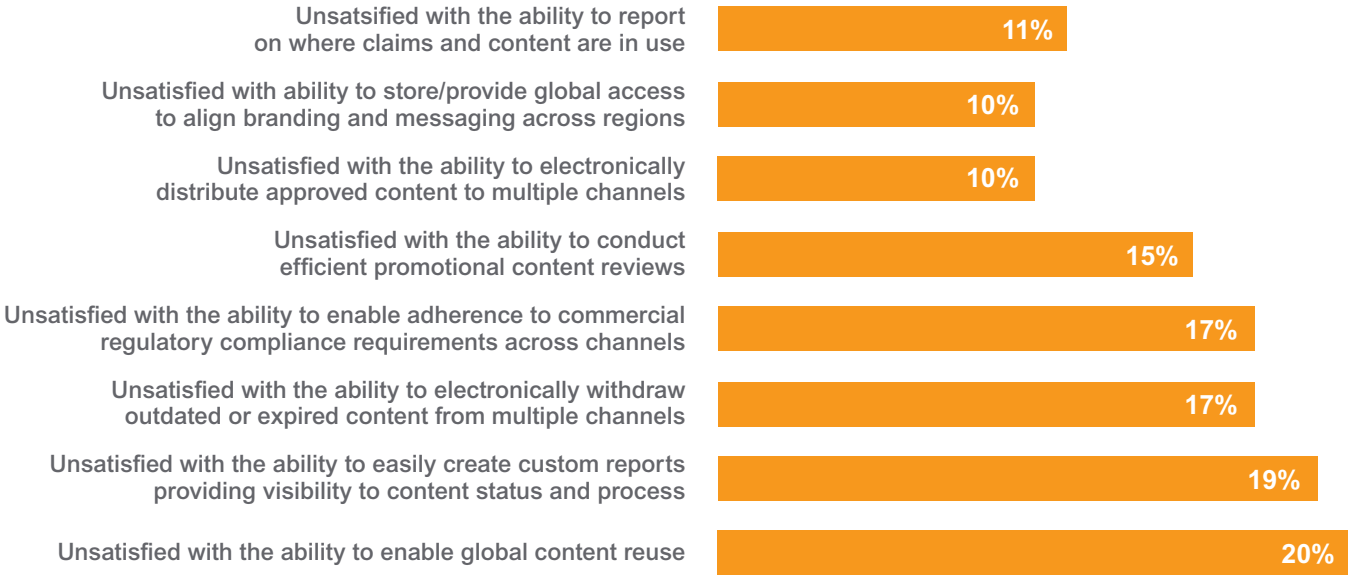
When asked which capabilities, would help speed time to market, most (85%), cited automated review and approval. The majority of respondents also say electronic distribution of approved content to multiple channels (78%), the ability to conduct online reviews (75%), digital asset management (71%), custom reports providing visibility to content status and process bottlenecks (71%), and reports on where claims and content are in use (70%) would speed time to market.

System Satisfaction with Key Speed to Market Capabilities

The increase in the volume of content required to support digital channels requires companies to be nimble and to have the tools to enable a faster review process. When asked about satisfaction with key speed to market capabilities, a number of respondents report dissatisfaction with their system's ability to improve speed and efficiency. When asked about their system's ability to create reports, adhere to compliance, withdraw content, and align branding, 29% of respondents were unsatisfied with their system's capabilities.

Commercial Content Management System Speed to Market Capabilities Lacking

Base: Total respondents with systems, N=256



Rate your satisfaction with your primary promotional content management system or tool's ability to…?

Figure 4

When evaluating speed to market capabilities, respondents also report limitations with their system's ability to share content globally. For instance, most (83%) still share content via email, external file shares, or external media. And 16% of respondents report that content is not shared across regions.

Respondents also report limitations with their system's ability to manage digital content. A majority (62%) say they must manually withdraw content for update or expiry. Furthermore, when verifying if their digital content should be withdrawn for update or expiry, almost half (48%) of respondents perform a manual verification, while 14% do not perform any verification.

System Satisfaction with Key Compliance Capabilities

This risk for fines remains a prevalent concern among life sciences organizations. Yet when it comes to making sure commercial content adheres to compliance standards across multiple channels, 46% to 53% of these respondents are dissatisfied with their tools' capabilities. Findings reveal that many are dissatisfied with their current commercial content management systems as is relates to compliance. For instance, among the 94% of respondents using email, paper, internally developed systems, or external systems, 8% to 25% are dissatisfied with their ability to report on where commercial content is in use.

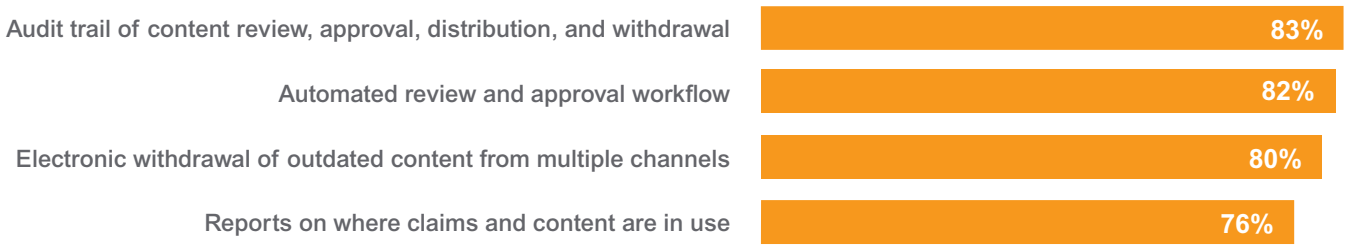
One chief compliance concern for many life sciences companies is the ability to quickly locate and remove each instance of commercial content from the market, in case of any regulatory action. However, 34% of respondents using email, paper, internally developed systems, or external systems are dissatisfied with their ability to electronically withdraw outdated or expired content from multiple channels.

Capabilities Needed for Compliance

Respondents were asked which system capabilities would improve regulatory compliance (Figure 5). The most frequently cited are end-to-end audit trail (83%), automated review and approval workflow (82%), and multichannel withdrawal of outdated content (80%). Most say they are missing some, if not all, of these fundamental capabilities needed for compliance. Almost half (49%) do not have primary systems that provide an audit trail to manage commercial content throughout its lifecycle, even though this capability is most often noted as one that would improve compliance. And while more than three-fourths of respondents (76%) say reports on where claims and content are in use would aid compliance efforts, 81% of respondents' primary systems do not include this capability.

Commercial Content Management System Capabilities that Would Improve Compliance

Base: Total respondents with systems, N=256



How would the following promotional content management system or tool capabilities impact promotional regulatory compliance?

Figure 5

One of the most pressing compliance concerns among life sciences companies is preventing regulatory citations by ensuring outdated content is retired. Yet, 10% of respondents say none of the compliance capabilities asked about in the survey are provided by their primary commercial content management system. Adding to this compliance risk is the inability to withdrawal outdated content. A large group of respondents (77%), say they are unable to electronically withdraw content from multiple channels as part of their primary system.

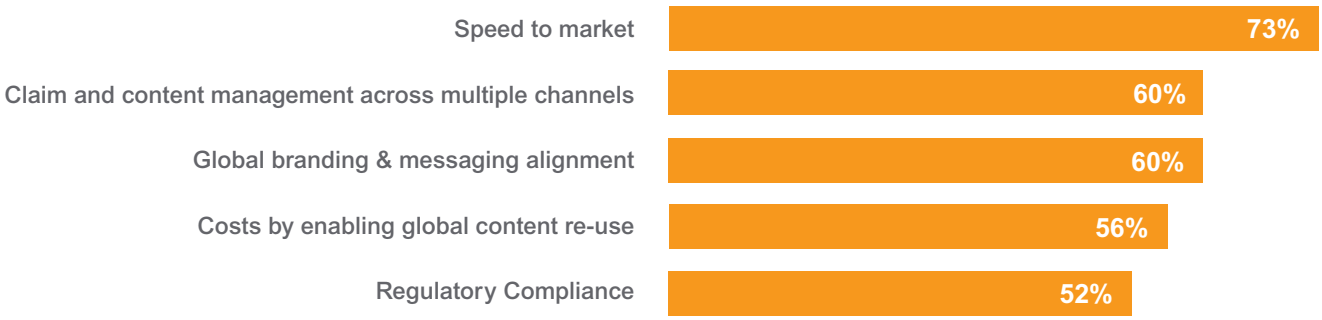
End-to-End Commercial Content Management Systems Drive Efficiency and Increase Speed to Market

A small number of respondents (6%) use a life sciences-specific system that manages commercial content across the digital supply chain, including creation, review, approval, distribution and withdrawal. This group is less likely to use supplementary systems and processes. On average, this group uses two commercial content management tools, versus an average of four for all respondents.

Users of end-to-end commercial content systems more often report that they had access to certain capabilities, including a global digital asset management system and the ability to electronically distribute approved content to multiple channels. Most users of an end-to-end commercial content system (86%) also more often say that expired digital content is withdrawn from the market and verified.

Improvements Realized from an End-to-End Commercial Content Management System

Base: Total respondents with systems, N=256



If you had a single, global promotional content management system with a global digital asset library, automated review and approval workflow, and multichannel content distribution and withdrawal, how would it impact your business?

Figure 6

Respondents using end-to-end commercial content management systems have the highest overall satisfaction (100%) with their current commercial content management approach, versus all other respondents (60% to 80%). This cohort also reports 100% satisfaction with their primary system's adherence to compliance requirements across channels. When it comes to the ability to electronically withdraw outdated or expired content from multiple channels, 88% of users with an advanced commercial content management system say they are satisfied.

All respondents were asked if switching to an end-to-end commercial content management system that supports the complete digital supply chain would benefit their company. The majority of respondents said that such a system would improve speed in getting content to market (73%), improve claim and content management across multiple channels (60%), improve global branding and messaging alignment (60%), reduce cost by enabling global content reuse (56%), and improve regulatory compliance (52%).

Conclusion

Over the past 15 years the life sciences industry has faced an evolution in the way it engages with customers. Digital channels have changed the cadence of messaging, and created a need for more rich media and better tools to enable faster review, approval, and distribution of content. The *Veeva 2015 Commercial Content Management Survey* further validates the need for processes that improve speed to market without compromising compliance.

The survey results indicate that the majority of life sciences companies use a patchwork approach to commercial content compliance. Both manual and digital processes are employed to usher materials through the digital supply chain, and the continued use of multiple systems indicates a new approach is needed to ensure compliance and increase speed to market. Current tools in use by respondents hinder the quality of at least some speed to market and compliance capabilities. Respondents identify a number of capabilities that would significantly accelerate their productivity, enable them to review and approve content more quickly, and share compliance materials and digital assets globally. Despite multiple systems and processes in place, many do not have these capabilities today.

Meanwhile, a small group of respondents uses a life sciences-specific, end-to-end system that manages the creation, review and approval, distribution, and withdrawal of commercial content. This group expresses greater satisfaction with their ability to effectively deploy a number of key speed to market and compliance capabilities.

The findings suggest that life sciences organizations would benefit from the adoption of an industry-specific, end-to-end commercial content management system that facilitates compliance and improves speed to market. When selecting systems, newer capabilities such as a digital asset management system, audit trail of content review, and automated distribution and withdrawal are critical, as they are cited as having significant impact in improving compliance and accelerating time to market.