

Veeva & U

Veeva PromoMats Webinar

Building Blocks for Modular Content





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Agenda

- 1** Veeva & U Introduction
- 2** Modular Content Introduction
- 3** Latest in Modular Content & Quick Outlook
- 4** Demo: Content Module Across Channels
- 5** Q&A

Digital Engagement Is Here to Stay



86%

More Content Produced
compared to the past six months



+891%

Engage Meetings Started
19 minutes average meetings duration



+600%

Approved Emails Sent
37% average open rate

Source: Veeva Pulse Data

Drive Digital Excellence in Your Company

9,400+

Life Sciences
Professionals

200+

Life Sciences
Companies





2021 Webinars

October 19th



Deliver Impactful
Scientific
Engagements with
Medical Suite

December 9th

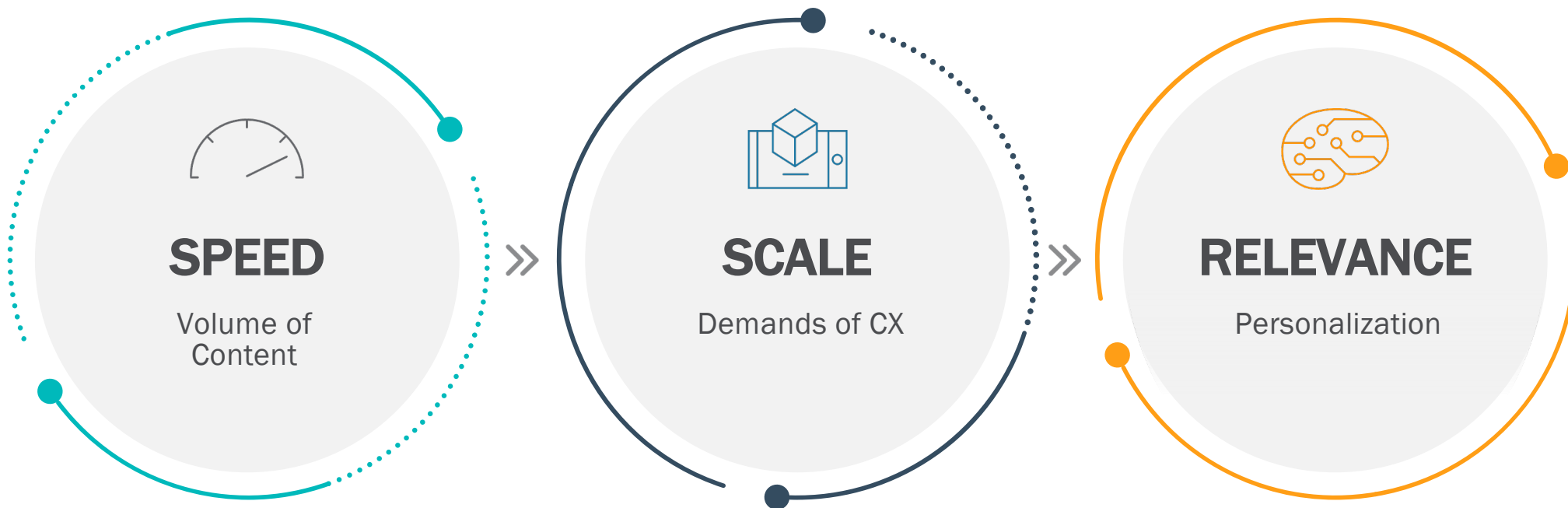


Best of
Veeva & U
2021

For details visit - <https://www.veeva.com/eu/commercial-hub/vault-promomats/>



Business Priorities



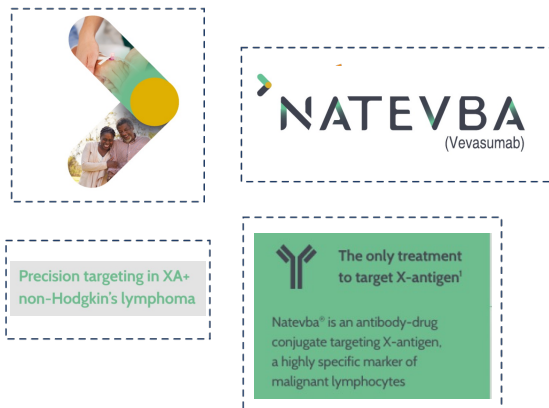
Our Definition of Modular Content



A **MODULE** is a collection of **COMPONENTS** that travel together to create relevant content faster and at scale.

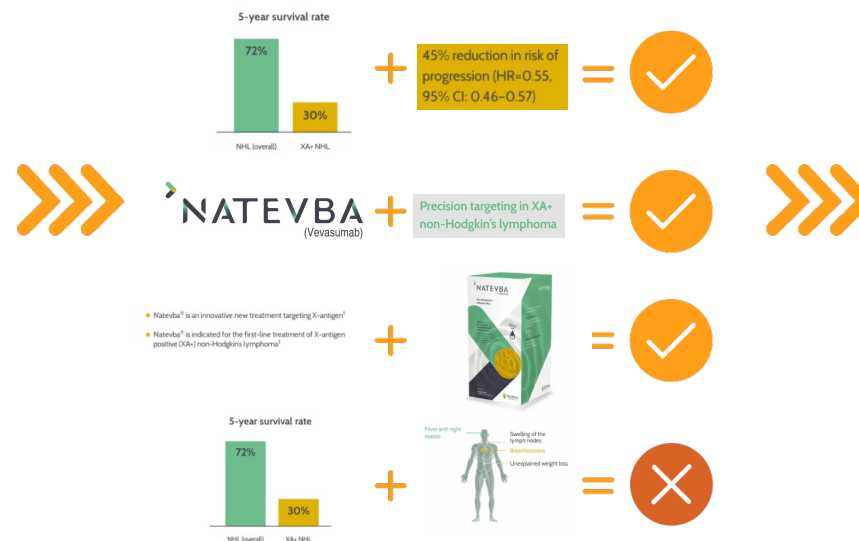
Components

Graphics, images, claims, copy



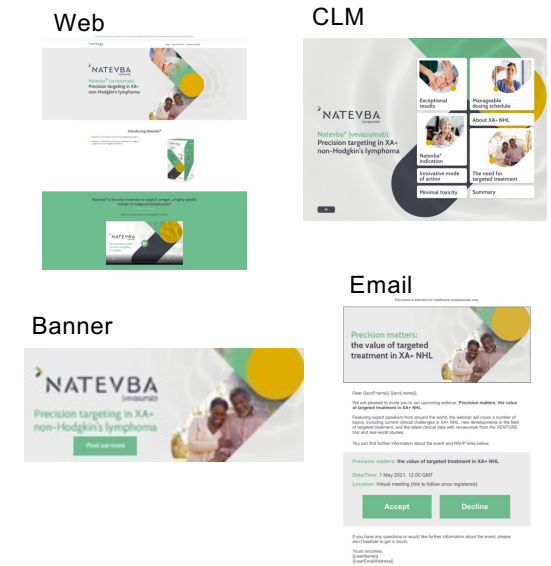
Module

Relationships between components and business rules to inform usage



Composite Asset

Content derived from approved modules





Modular Content is the New Way of Working

Create and Approve Once



+

How Natevba® works

XA+ NHL is a particularly aggressive subtype of NHL with a poor prognosis. In this subtype, malignant lymphocytes are identifiable by the presence of a unique marker on their surface, known as X-antigen.

=



NATEVBA
(vevasumab)

+

How Natevba® works

XA+ NHL is a particularly aggressive subtype of NHL with a poor prognosis.

=



+



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Use Everywhere



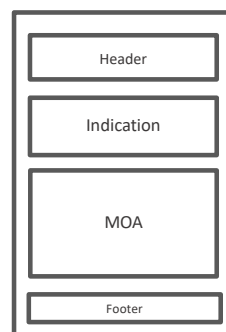


The Industry Solution for Modular Content



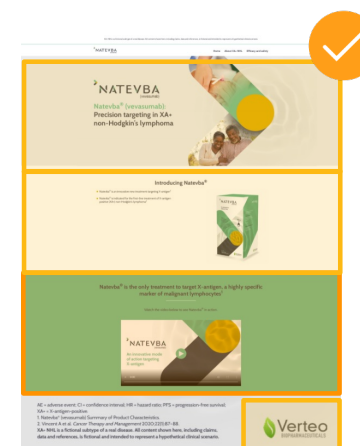
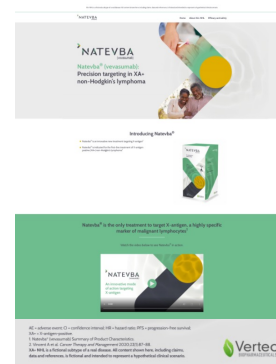
PROMOMATS CONTENT MODULES

Approved combinations of components that can be used across every channel



AUTHORING INTEGRATIONS

Combine modules with channel templates to create personalized content faster and at scale



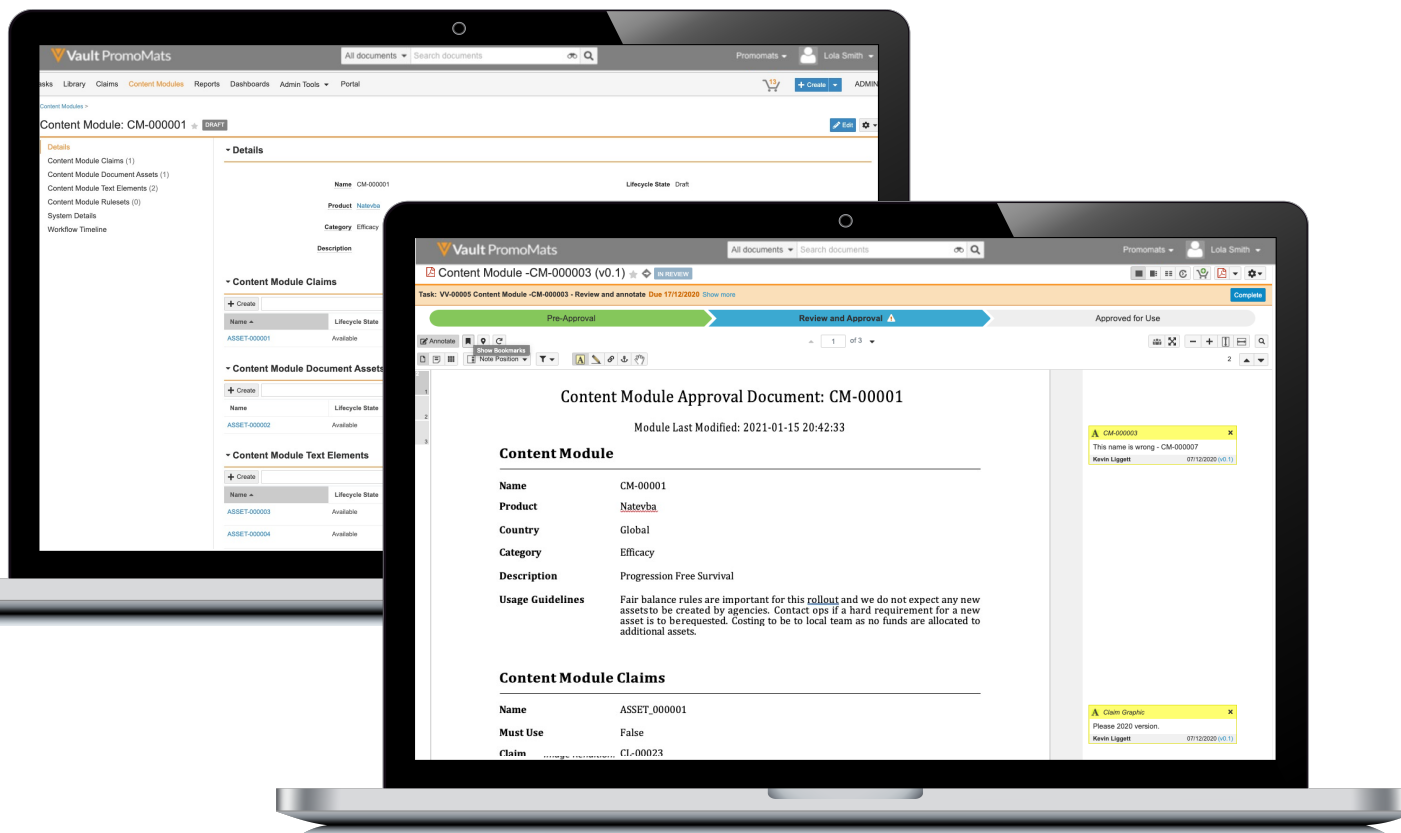
MODULAR MLR

Approve omnichannel content faster via risk-based workflows with approved modules marked and visible



Create and Approve Modules

Available as of 21R2



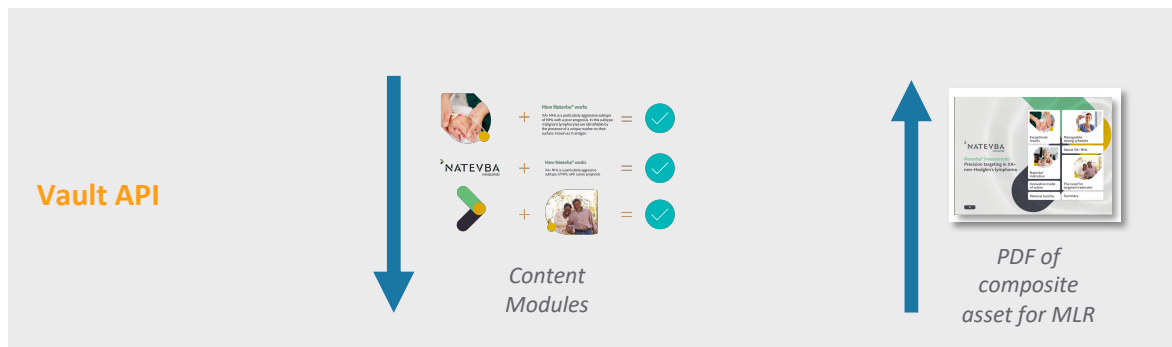
- Create a module with its associated metadata
- Assemble assets & associated rules
- Generate documents for MLR

Create Production Content

Available as of 21R1

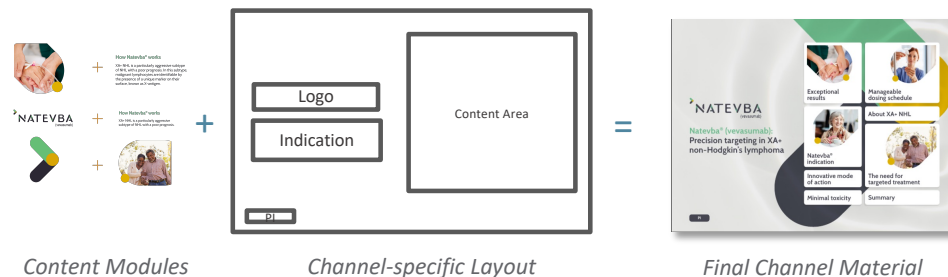
Vault PromoMats

Module library | claims & references | components & license files | final composites



- Browse and extract modules via Vault API
- Combine module content with page layout to create final material
- Return material to Vault for MLR Review

Authoring Tool(s)

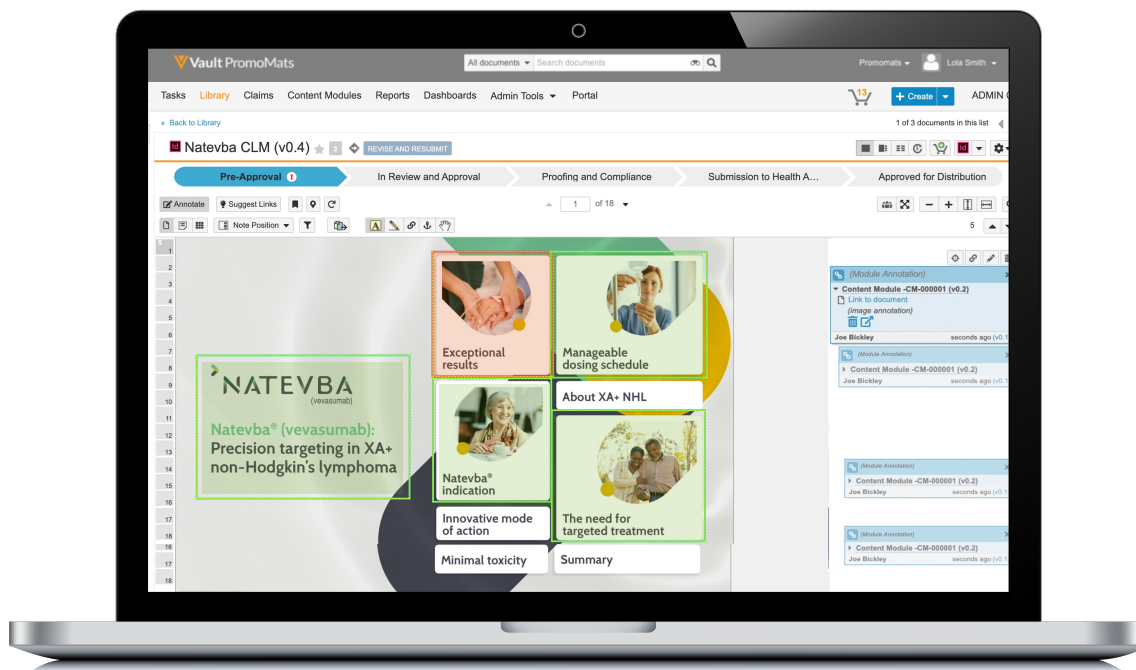


Important Disclosure: This outlines Veeva's current product direction. These plans are subject to change.

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Content Modules in MLR

Future product direction



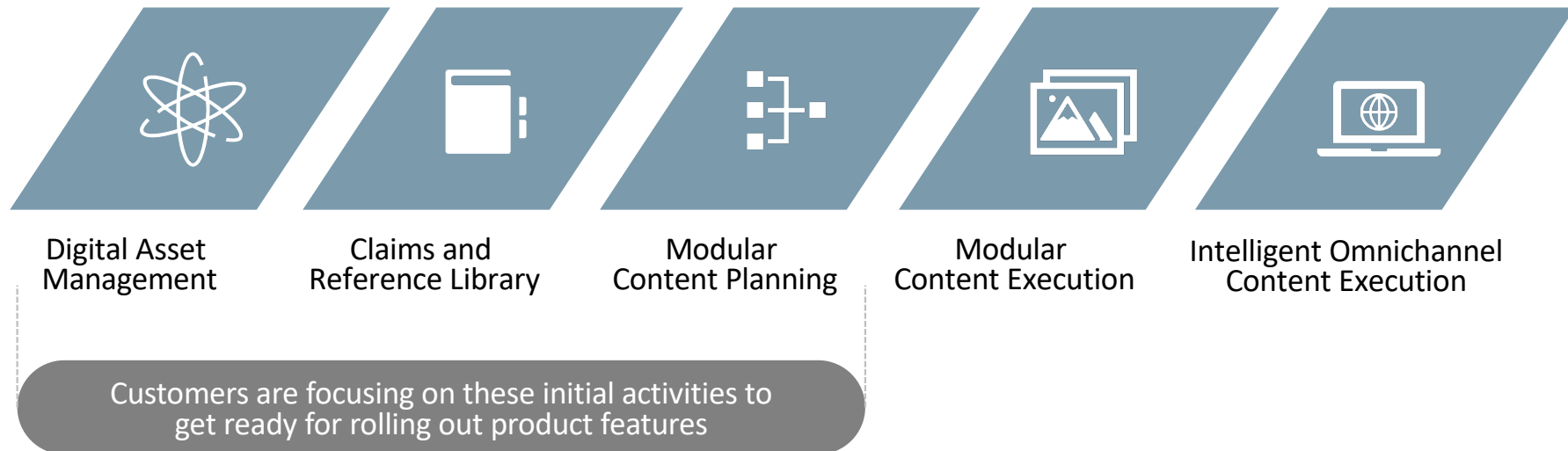
- Content in documents is matched with claims and modules and highlighted to the reviewer
- Supporting risk-based reviews

Demo

Modular Content



Path to Modular



Veeva&U

Thank you