



# Veeva PromoMats

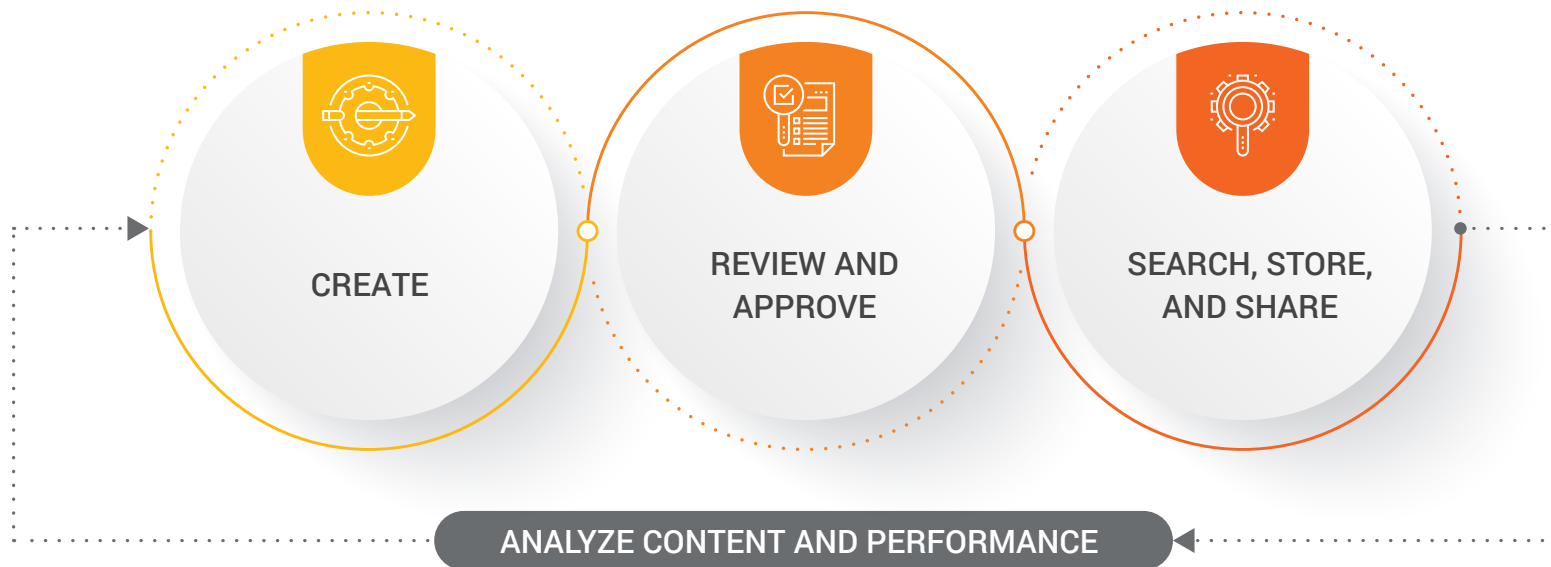
LATEST INNOVATIONS

# Overview

Biopharma companies face ever-present external pressures to execute rapid, successful launches at a greater scale. This rapid commercialization necessitates producing more content, faster.

Veeva PromoMats is always evolving to meet these distinct needs and challenges. It speeds compliant content at scale with modular content, review and approval, and digital asset management capabilities.

Read on for highlights from the more than 60 new Veeva PromoMats innovations released in 2023 – all designed to help you get to market faster in 2024 and beyond.



# Create



Reviewers can now see when content is pre-approved, with easier access to view the approved modules from which the content was created.

## MODULAR CONTENT

Create digital content at scale by choosing from a library of pre-approved, channel-agnostic content modules. Reviewers can quickly identify which assets require review, making the approval process more efficient. Discover innovations in modular content that provide a more streamlined end-to-end experience.

### Simplify content creation with modular content's new look

The process of creating, editing, and viewing a Content Module is easier than ever with the new, intuitive modular content user interface.

The screenshot displays the 'Modular Content' interface. On the left, a sidebar shows a list of assets categorized by 'Claims (2)', 'Images (1)', and 'Text (5)'. The 'Images' section is expanded, showing a '25.2% median PFS graphic (Approved for Use - v2.0)'. The main area shows a detailed view of this graphic, which is a Kaplan-Meier survival plot comparing 'Natevba' and 'Chemotherapy'. The plot shows a 45% reduction in risk of progression for Natevba. A 'MANAGE' dropdown menu is open, showing options: 'Generate Approval Document', 'Download Content Module', 'Copy Record', 'Delete', 'All Related Documents', 'Audit Trail', and 'View Record'. A dark grey callout box on the right contains the text: 'Easily and quickly download all assets within a module for marketers and agencies to design the asset.'

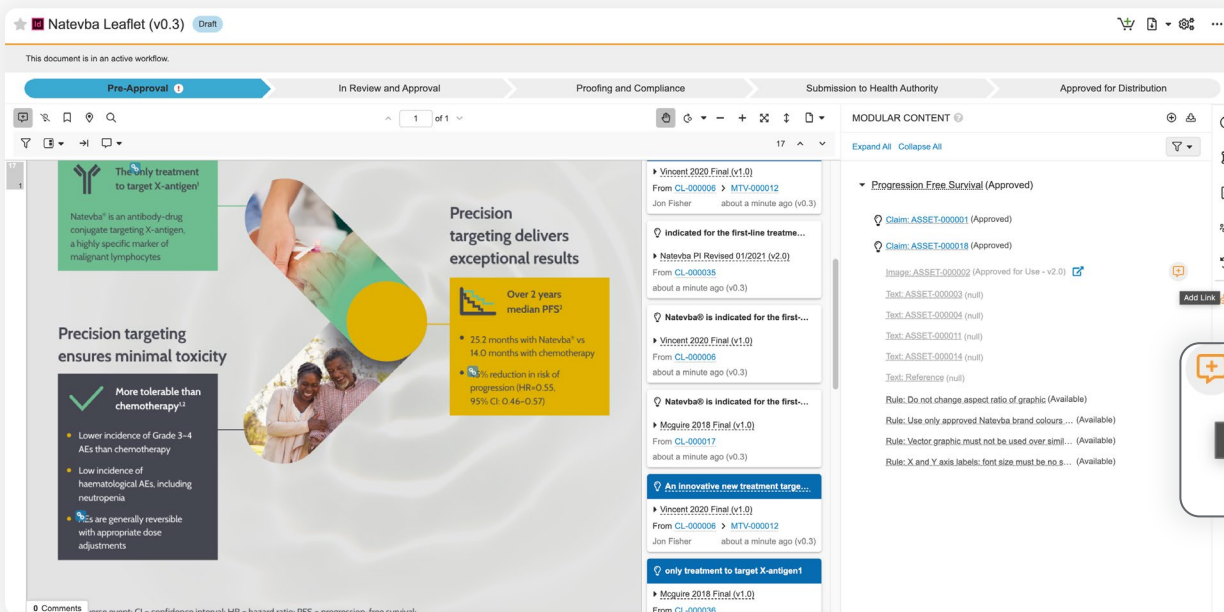
# Create

The user interface includes different section cards for Claims, Reusable Text, and Images to display each corresponding Content Module Asset. Users can click on the card to see a quick view of the Content Module Asset without navigating away from the page. This makes it easier to see which assets are in each section of the module and compare them against their corresponding assets.

You can also edit Content Module Assets in the quick view panel and reorder cards by dragging and dropping them into place within their section. Editors can easily group assets within a section together to assist with asset placement within a template when authoring content.

## Link all your Content Module Assets for easier tracking and faster review

Easily ensure all your promotional content is linked to the approved Content Modules. Users can now create a link annotation to a claim or module asset directly from the Modular Content Document Info Panel, which simplifies the process of linking Content Module Assets to areas within the promotional material that were not automatically linked, like images.



Content Module Assets not identified with Enhanced Suggest Links now have an 'Add Link' action next to them that brings you directly into the add link annotation mode.



# Review & Approve



Users can now **right-click** anywhere within a document to **leave a comment or annotation**, copy text, and more.



## MEDICAL, LEGAL, AND REGULATORY REVIEW

Speed compliant content review and measure performance for more personalized outreach. Enhanced industry-specific workflows help keep your content speedy and on-track.

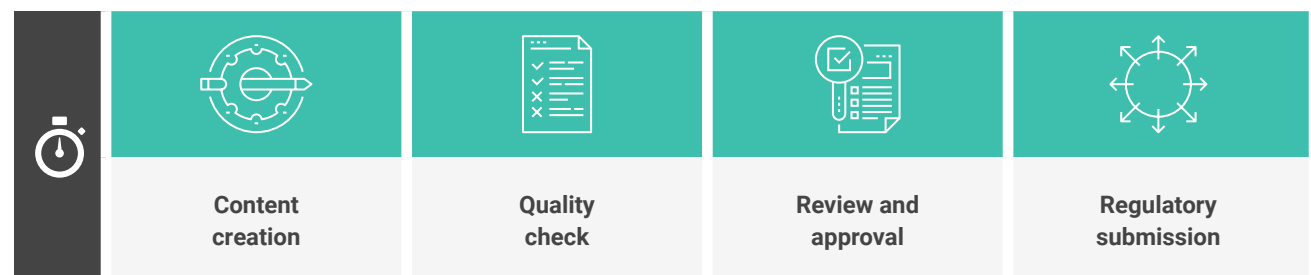
### Automate claim substantiation

Manually searching for and linking references to claims within content is time consuming for marketers and agencies. A built-in claims library speeds this process, while reducing the administrative burden and risk of managing claims across countries, channels, and assets.

Suggest Links pulls from the claims library and automatically creates reference links within a document by recognizing the claims included in the document. This not only speeds prep and review timelines, but also ensures content creators are using consistent messages that have already been vetted and approved. The new **Enhanced Suggest Links** feature is even more flexible, with improved text recognition, in how it searches for and links claims – meaning you'll have more suggested annotations and matches, more time, and more compliance peace of mind.

### Track and measure content lifecycle with more specificity

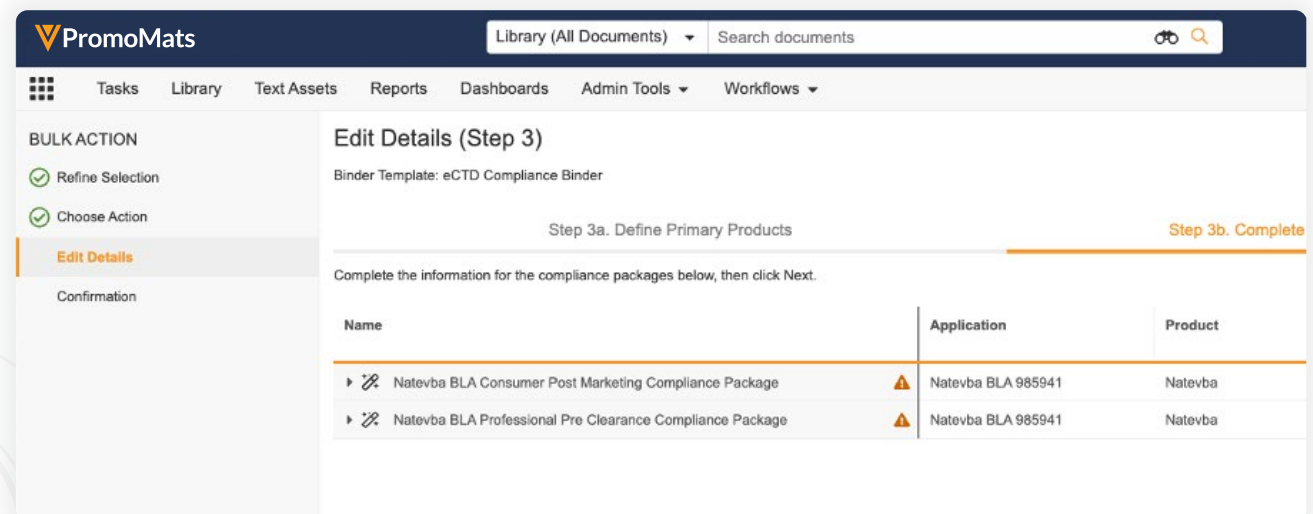
Streamlining your MLR process and identifying internal bottlenecks is vital for increasing speed to market and ensuring content personalization. Updates to **Standard Metric Track Duration** will allow you to measure your own timelines while comparing your content lifecycle to industry peers by associating a document lifecycle state into four standard business processes:



# Review & Approve

## Maintain compliance at scale with eCTD enhancements

Quickly generate compliance packages by bulk-filling the submission dates. You can also reduce repetitive tasks for compliance teams and create multiple eCTD Compliance Packages simultaneously using eCTD Bulk Submissions, a new action in the 'Generate Compliance Package' section.



The screenshot displays the PromoMats web application interface for eCTD Bulk Submissions. The top navigation bar includes the PromoMats logo, a dropdown menu for 'Library (All Documents)', a search bar, and icons for help and search. The main navigation menu lists: Tasks, Library, Text Assets, Reports, Dashboards, Admin Tools, and Workflows. The left sidebar shows the 'BULK ACTION' menu with options: Refine Selection, Choose Action, Edit Details (highlighted), and Confirmation. The main content area is titled 'Edit Details (Step 3)' and shows the 'Binder Template: eCTD Compliance Binder'. A progress bar indicates 'Step 3a. Define Primary Products' is active, while 'Step 3b. Complete' is finished. Below the progress bar, a message states: 'Complete the information for the compliance packages below, then click Next.' A table lists two compliance packages, each with a warning icon in the Application column.

Name	Application	Product
▶  Natevba BLA Consumer Post Marketing Compliance Package	Natevba BLA 985941	Natevba
▶  Natevba BLA Professional Pre Clearance Compliance Package	Natevba BLA 985941	Natevba

# Search, Store, and Share

## DIGITAL ASSET MANAGEMENT

Veeva PromoMats DAM provides a single solution to store, search, and share compliant content. Built for life sciences, it is an intuitive, organized, and capable platform to meet the needs of any content library – through content creation, MLR, publication, and storage.

### Find content faster with the new Brand Portal interface

As a storefront for your brand, the redesigned Brand Portal provides a simpler interface to help you navigate with ease. The modernized look and feel provides a more intuitive experience allowing users to filter and find their content quicker, making it easier to share and reuse materials across tactics and agencies.

Determine the right mix of custom and system-generated widgets, including the new Portal Selector Page that allows you to filter and favorite relevant Portals.



Find double the number of Content Filters and the ability to customize the order in which documents display in Custom Document Widgets.

# Search, Store, and Share

## QUICK TIP

Simplify video reviews with the creation of viewable renditions for video files up to 100GB, a significant increase from the previous 4GB limit.

## Share better content with review teams, faster

Streamline the process for getting content to Veeva CLM and rapidly equip field teams with the latest content. **Auto-Publishing for CLM** now supports embedded videos in PPTX presentations, which allows for faster content review with all assets in one place – and a more robust, enriching customer experience.



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

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