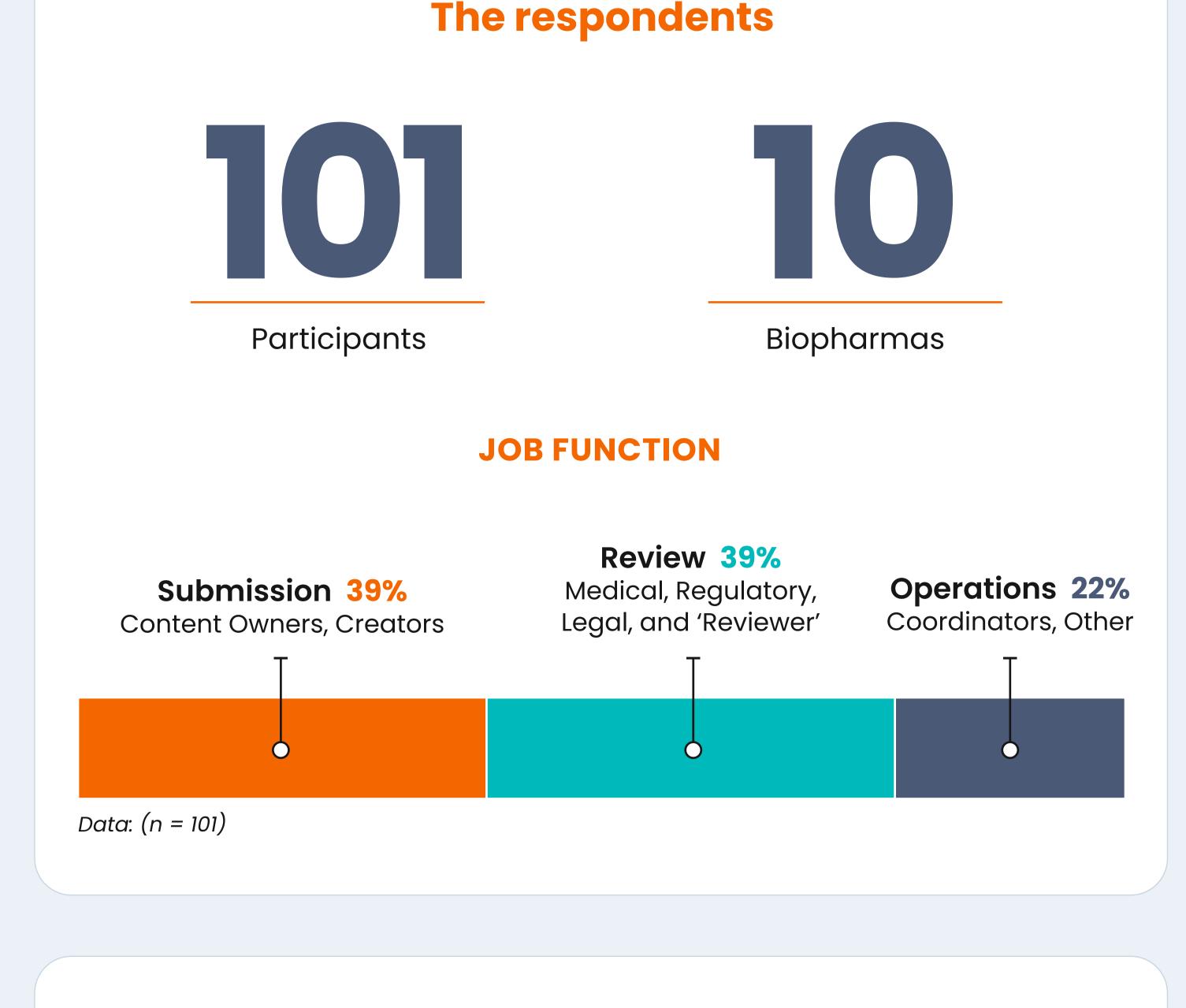
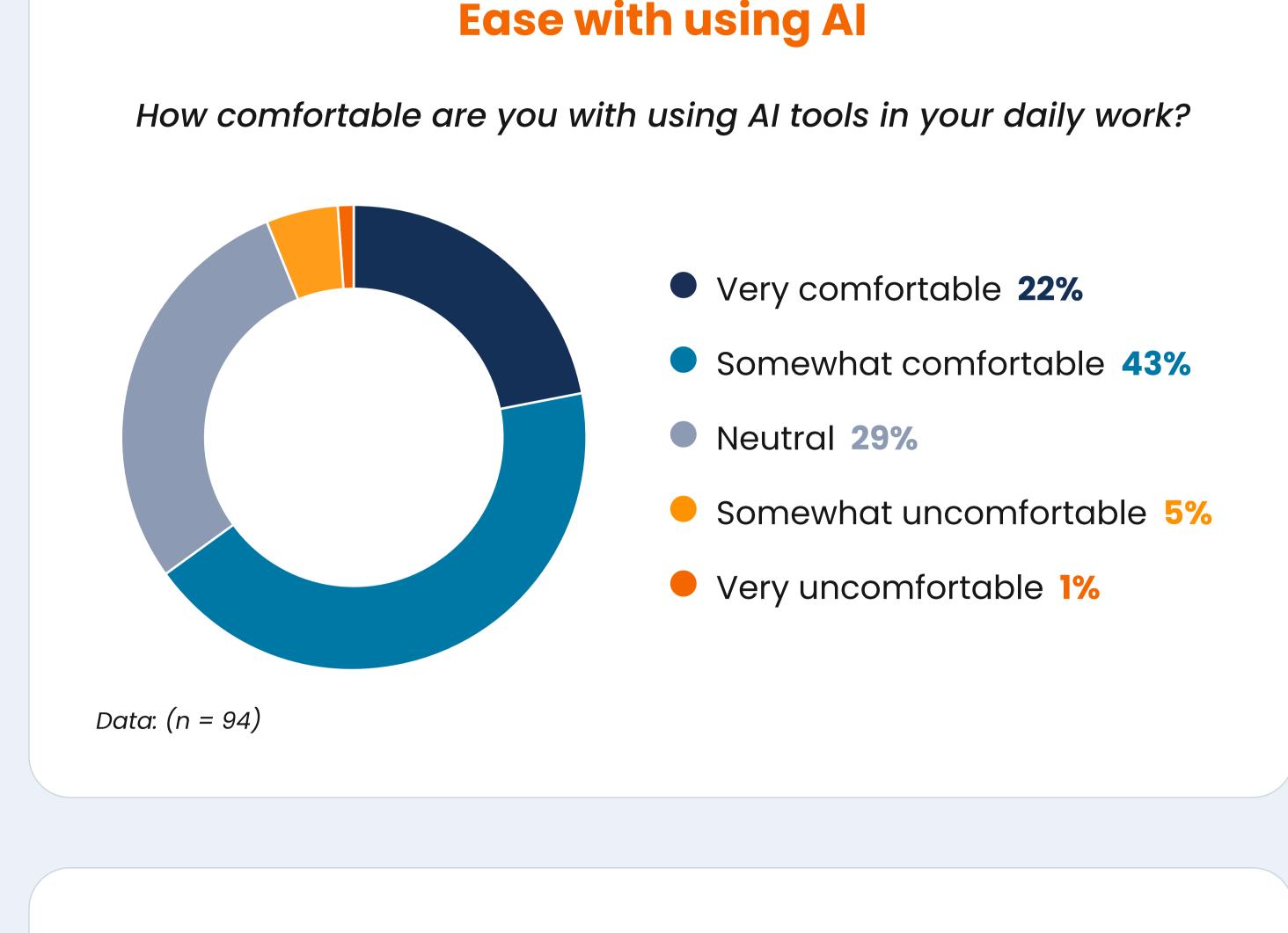
Alin MLR:

Insights from 101 Content Professionals

A snapshot of expectations and attitudes about AI This infographic presents findings from the Veeva AI for PromoMats

Focus Group, composed of **leaders from ten biopharma companies**. To gather this data, focus group members surveyed stakeholders in their organizations. These targeted internal surveys captured expectations, attitudes, and challenges regarding the integration of AI into the medical, legal, and regulatory (MLR) review process.





Accuracy and reliability of Al outputs in regulated content

However, 48% report that the following issues warrant attention:

Over half of respondents have no concerns about using Al

in promotional content review and approval processes.

Compliance, auditability, and traceability

Concerns about Al

Data privacy and securityEnsuring human oversight

- Do you have concerns about incorporating AI into
- the promotional copy approval process?

Yes 48% No 52%



Speed and compliance are the two most-anticipated benefits from

Al's addition into the promotional copy approval process.

adding AI into the promotional copy approval process. 1 = largest benefit, while 5 = smallest benefit.

Rank from 1-5 the benefits you expect from

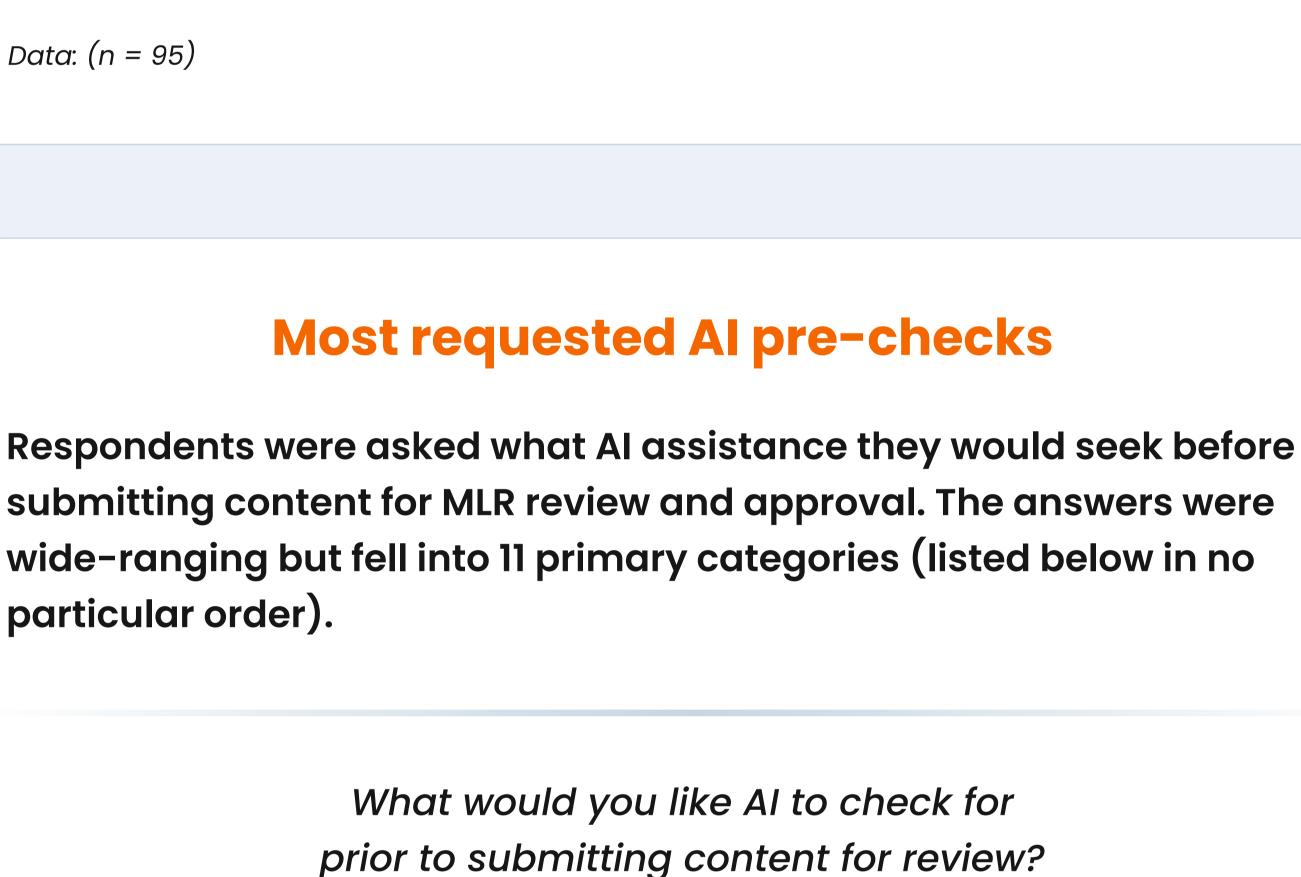
Faster MLR review times

Improved compliance/quality control

Less rejections throughout the process

Reduced review cycles

Better resource allocation/cost savings
= 95)



Confirm claim-to-ISI/PI/references connections and auto-link metadata Metadata and fields Verify completion of all required metadata, forms, and version details

Check for presence, position, and correctness of safety information

Validate scientific statements, ensure supporting data is included,

Validate templates, logos, and layout consistency
 Labeling and annotations
 Flag missing or incorrect annotations and cross-labels

Ensure tone, check disclaimers, and balance compliance

Claims and references accuracy

Tagging and linking

and detect missing or outdated references

Spelling, grammar, and punctuation

Brand and fair-balance alignment

ISI/PI inclusion and accuracy

Formatting and layout

eCTD/2253 compliance

Data: (n = 86)

Catch editorial errors in copy before submission

Copyright and trademark use

Detect unapproved brand marks, imagery, or third-party content

Duplicate or outdated content

Flag reused or expired material prior to routing

Review content structure and readiness for FDA submission

Content stakeholders face similar challenges in ensuring material is compliant and error-free. While the most-cited issue was

Common issues during content review

unsupported claims, the survey captured numerous other top

hurdles, as respondents were encouraged to check all that apply.

49%

42%

35%

31%

What types of issues do you most commonly spend time correcting during content review?

Unsupported claims or missing references

Spelling, grammar, or punctuation errors

Formatting or layout inconsistencies

Missing or incorrect brand guidelines

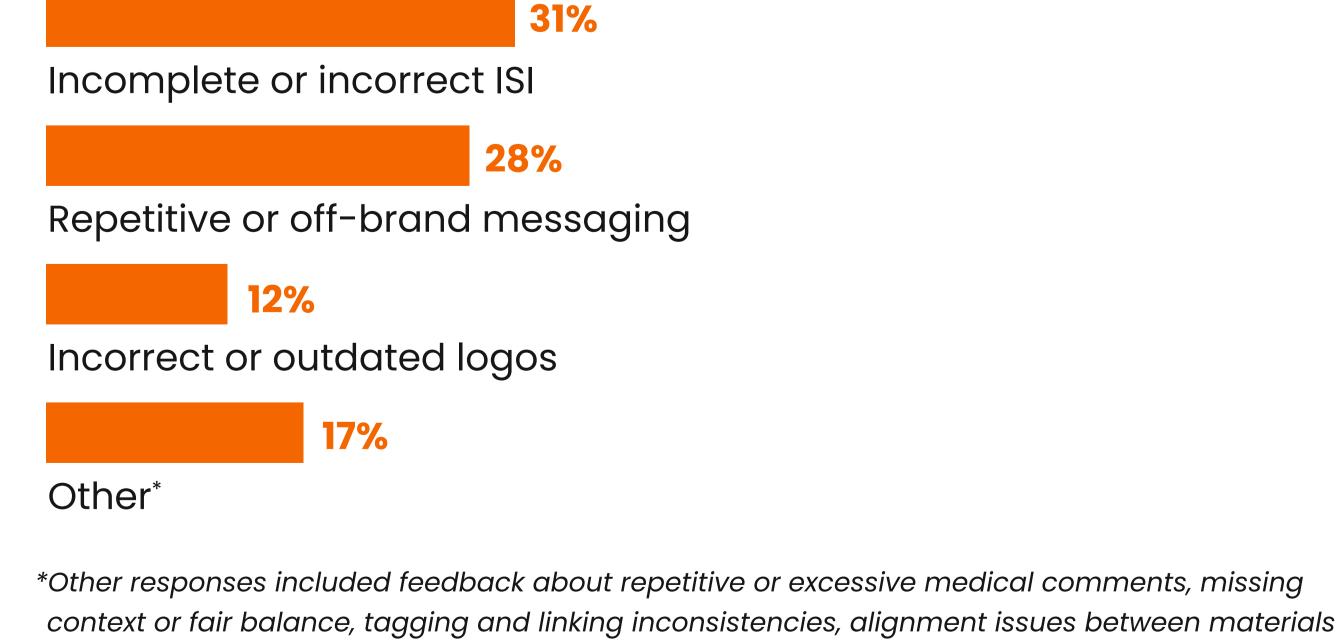
and references, and eCTD/2253 compliance requirements.

Data: (n = 65)

Data: (n = 52)

approved content.

Labeling or annotation errors



360/0

Al's growing role

MLR process to be Al-driven in 2028.

Respondents expect 38% of the

See Quick Check Agent and PromoMats Assistant — agentic AI that provides the fastest path to compliant,

82%

Copyright © 2026 Veeva Systems. All rights reserved. Veeva and the Veeva logo are registered trademarks of Veeva Systems.

Veeva Systems owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.