Veeva

AI in MLR:
Insights from 101 Content Professionals

A snapshot of expectations and attitudes about AI

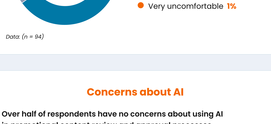
This infographic presents findings from the Veeva AI for PromoMats Focus Group, composed of **leaders from ten biopharma companies**. To gather this data, focus group members surveyed stakeholders in their organizations. These targeted internal surveys captured expectations, attitudes, and challenges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

The respondents

101
Participants

10
Biopharmas

JOB FUNCTION



Data: (n = 101)

Ease with using AI

How comfortable are you with using AI tools in your daily work?

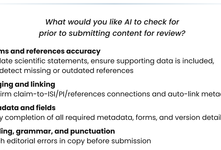
Data: (n = 94)

Concerns about AI

Over half of respondents have no concerns about using AI in promotional content review and approval processes. However, 48% report that the following issues warrant attention:

- **Accuracy and reliability of AI outputs in regulated content**
- **Compliance, auditability, and traceability**
- **Data privacy and security**
- **Ensuring human oversight**

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

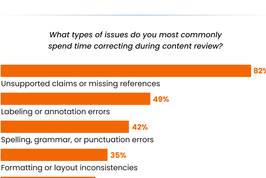


Data: (n = 94)

Expected benefits of AI in promotional copy approvals

Speed and compliance are the two most-anticipated benefits from AI's addition into the promotional copy approval process.

Rank from 1-5 the benefits you expect from adding AI into the promotional copy approval process. 1 = largest benefit, while 5 = smallest benefit.



Data: (n = 95)

Most requested AI pre-checks

Respondents were asked what AI assistance they would seek before submitting content for MLR review and approval. The answers were wide-ranging but fell into 11 primary categories (listed below in no particular order).

What would you like AI to check for prior to submitting content for review?

- **Claims and references accuracy**
  Validate scientific statements, ensure supporting data is included, and detect missing or outdated references
- **Tagging and linking**
  Confirm claim-to-ISI/PI/references connections and auto-link metadata
- **Metadata and fields**
  Verify completion of all required metadata, forms, and version details
- **Spelling, grammar, and punctuation**
  Catch editorial errors in copy before submission
- **ISI/PI inclusion and accuracy**
  Check for presence, position, and correctness of safety information
- **Formatting and layout**
  Validate templates, logos, and layout consistency
- **Labeling and annotations**
  Flag missing or incorrect annotations and cross-labels
- **Brand and fair-balance alignment**
  Ensure tone, check disclaimers, and balance compliance
- **eCTD/2253 compliance**
  Review content structure and readiness for FDA 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

Data: (n = 86)

Common issues during content review

Content stakeholders face similar challenges in ensuring material is compliant and error-free. While the most-cited issue was unsupported claims, the survey captured numerous other top hurdles, as respondents were encouraged to check all that apply.

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

**Other responses included feedback about repetitive or excessive medical comments, missing content or fair balance, tagging and linking inconsistencies, alignment issues between materials and references, and eCTD/2253 compliance requirements.*

Data: (n = 65)

AI's growing role

38%

Respondents expect 38% of the MLR process to be AI-driven in 2028.

Data: (n = 52)

See Quick Check Agent and Content Agent — agentic AI that provides the fastest path to compliant, approved content.