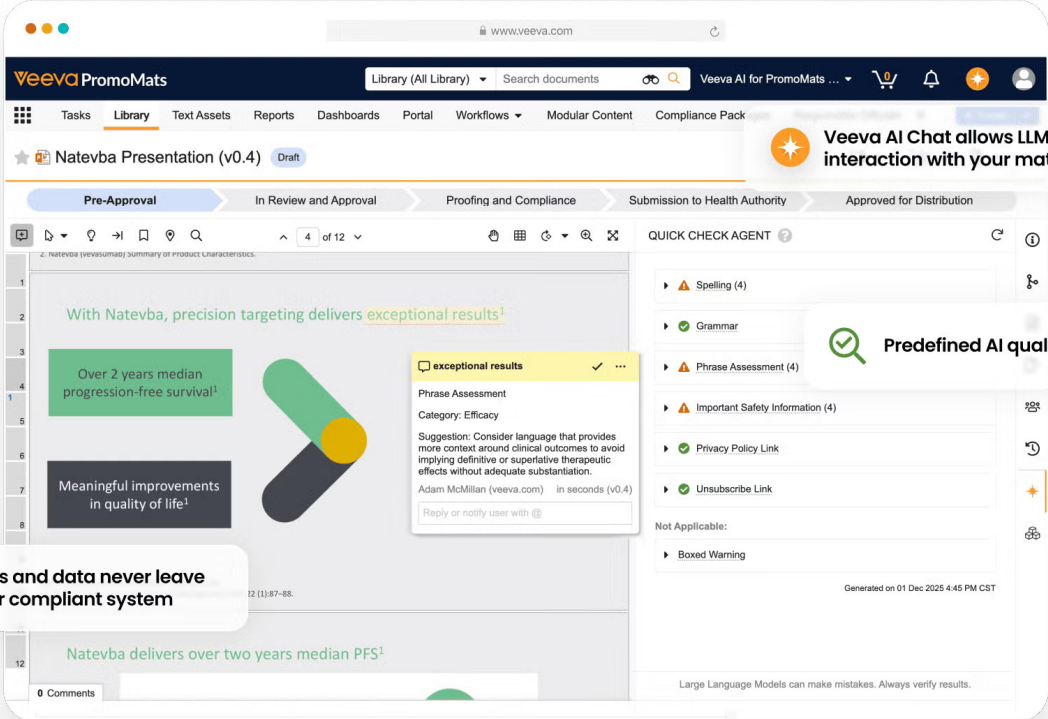


Delivering the Fastest Path to Approved Content with AI

Veeva AI for PromoMats enhances how life sciences teams review and approve commercial content by combining human expertise with AI precision. Built natively into the Vault Platform, it strengthens compliance, accelerates speed to market, and increases productivity across the entire content lifecycle.

Veeva AI for PromoMats introduces automated quality checks and context-aware insights that simplify collaboration, reduce manual effort, and support more efficient and consistent MLR review. With your content and data staying securely inside Vault, teams gain a seamless and compliant AI experience that scales with the organization and supports ongoing advancement in how content is created, evaluated, and approved.



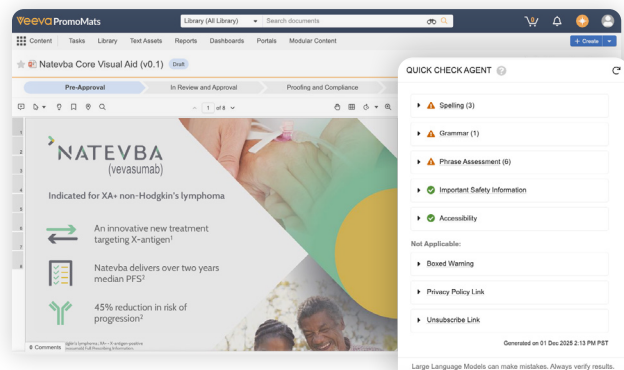
The screenshot displays the Veeva PromoMats interface for reviewing a document titled "Natevba Presentation (v0.4)". The workflow is shown in a series of steps: Pre-Approval, In Review and Approval, Proofing and Compliance, Submission to Health Authority, and Approved for Distribution. The document content includes a slide with the text "With Natevba, precision targeting delivers exceptional results¹" and "Over 2 years median progression-free survival¹". A "QUICK CHECK AGENT" panel on the right lists predefined AI quality checks: Spelling (4), Grammar, Phrase Assessment (4), Important Safety Information (4), Privacy Policy Link, Unsubscribe Link, and Boxed Warning. A callout box highlights "exceptional results" with a suggestion to consider language that provides more context around clinical outcomes. A bottom callout states "Docs and data never leave your compliant system".

Veeva AI Chat allows LLM interaction with your materials

Predefined AI quality checks

Docs and data never leave your compliant system

★ Quick Check Agent



Quickly surface editorial, brand, market, channel, and compliance considerations before content reaches MLR.

- Runs automated checks on document text and images
- Reduces rework by identifying issues early
- Helps standardize quality across assets and teams

Features

✓ Spelling & Grammar

Identifies and reports obvious spelling errors, common misuses, and typos in the document, aiming to maintain clarity and professionalism. Also pinpoints significant grammatical errors that could hinder clarity, professionalism, or regulatory compliance, focusing on structural and meaningful issues rather than stylistic choices.

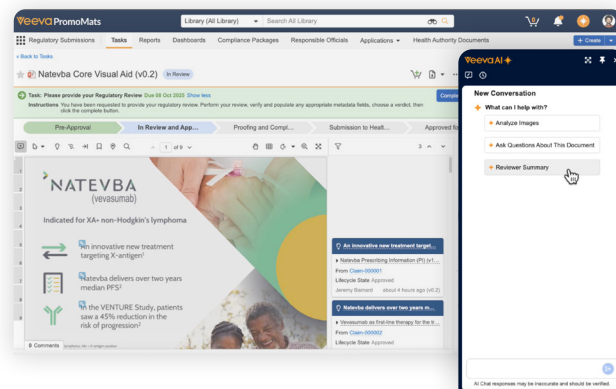
✓ Phrase Assessment

Scans the document for potentially risky phrases requiring closer MLR review. Categorizes findings and provides advisory suggestions to guide compliant rewording or balancing.

✓ Boxed Warning

Determines if a boxed warning is required and whether one is present. Evaluates documents for compliance with FDA rules. Flags missing, misplaced, or insufficiently prominent warnings when a brand carries a boxed warning, citing relevant CFR regulations.

★ Content Agent



Supports reviewers throughout the MLR process with intelligent, contextual understanding of document content.

- Answers questions and surfaces relevant insights
- Summarizes long documents and analyzes visuals
- Pulls in findings from Quick Check Agent to support efficient reviews

Features

✓ Ask Questions

Answers any request about the current document, including summarizing, extracting, analyzing, or reformatting content or prior chat responses. Also handles vague, generic, or off-topic inquiries by redirecting to document-scoped help. This is the default safe choice when no other action clearly applies.

✓ Analyze Images

The same as Ask Questions, but is only routed to if the user's message specifically requires inspection of the document's visual elements. This makes the Ask Questions action quicker because it only uses text, and only goes to the image version when needed.

✓ Reviewer Summary

Creates a structured reviewer briefing for the current document. Orients users before their MLR review by synthesizing text, images, key fields, and Quick Check results. Includes a derived overview, target audience, and intended use assessment.

QUICK CHECK AGENT

Features (continued)

Important Safety Information

Compares the document against the official Related ISI document. Detects missing statements, reworded content, or extra safety language that should not appear.

Privacy Policy Link

Determines if a privacy policy link is advised for the document based on its content and use, and checks for the presence and validity of such links against approved records.

Unsubscribe Link

Determines if an unsubscribe link is advised for the document based on its content and use, and checks for the presence and validity of such links against approved records.

Accessibility

Checks the document for accessibility barriers against WCAG guidelines. Flags missing or insufficient alt text, improper use of color, low contrast, reliance on images of text, undefined abbreviations, inconsistent language tagging, and readability issues. Helps ensure the document can be perceived and understood by the intended audience.

Business Benefits

Accelerate Compliant Content Delivery

AI-powered checks catch issues before MLR review, which reduces rework and review cycles. The automation of repetitive and time-consuming validation tasks supports faster and more consistent approvals while maintaining compliance standards.

Increase Productivity Across Teams

Only the most relevant feedback is surfaced, which reduces noise and manual effort. Reviewers, agencies, and marketers save time as AI summarizes content, analyzes visuals, and answers questions. This allows teams to focus on creative and strategic decisions while gaining confidence that content meets quality and compliance expectations.

Transform the MLR Process

A multi-agent model provides automated quality checks before review and throughout the content lifecycle. This reduces review cycles and speeds approvals while supporting deeper AI-assisted evaluation grounded in industry knowledge. These capabilities modernize content ideation, review, localization, and approval for more efficient and consistent MLR processes.