

Veeva PromoMats

Modernize MLR with AI



Modernize MLR

AI agents are taking on more of the low-value tasks medical, legal, and regulatory (MLR) reviewers previously handled — from editorial and compliance checks to claims identification and substantiation. By rethinking the division of human and agentic labor, biopharma could remove 70% of manual MLR work within three to five years and increase content speed to market by up to 80%.

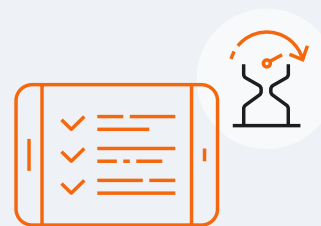
Achieving this transformation in MLR requires embracing a **'better together' operational approach** that unites applications and agents to **execute workflows alongside humans**. Reviewers, marketers, and agency partners gain intelligent, contextual understanding of content using internal 'AI assistants' that understand proprietary data models, answer open-ended questions, and instantly retrieve cross-document insights.

THE OPPORTUNITY TO REDEFINE MLR LIMITS



70%

of manual MLR work
eliminated within five years



80%

faster content speed
to market

Complementary solutions

Veeva PromoMats remains the vehicle to create and review impactful and compliant content, manage claims, store and surface material digitally, and strategize its use. Standard and custom agents in PromoMats then pair with Agentic MLR™ (Veeva Falcon MLR) to drive the fastest path to approved content.

Vault AI and Falcon MLR are complementary



MISCONCEPTION
General AI tools will take care of compliance for me, and I can easily scale them to meet specific needs.



REALITY
Generic AI models aren't built for life sciences. Adapting them to handle regulatory compliance takes far more time, money, and hands-on maintenance than deploying purpose-built solutions like Vault AI in PromoMats or Falcon MLR.

Vault AI [♦]	Veeva Falcon MLR [🔥]
Agentic AI embedded in PromoMats to assist users with their work	Agentic MLR solution that sits outside of Vault to transform how work gets done
Industry-specific standard agents built and managed by Veeva	Conducts quality reviews enabling improved reviewer productivity
Custom agent framework	Integrated with PromoMats

This MLR ecosystem is the path forward to meet business needs for accelerated, compliant content delivery and increased productivity. **Crucially, it supports deeper AI-assisted MLR reviews grounded in industry knowledge.**

The strengths of each application

AI capabilities in PromoMats and Falcon MLR combine to modernize content ideation, review, localization, and approval for more efficient and consistent MLR processes. Ultimately, this pairing drives faster information access for healthcare professionals (HCPs) and patients:



Vault AI in PromoMats embeds agentic capabilities in the application to assist users directly in their daily workspace. Standard and custom agents perform tasks associated with the content life cycle to increase speed and productivity for content owners, marketing operations professionals, and reviewers — targeting an increase in content speed to market by up to 80%.



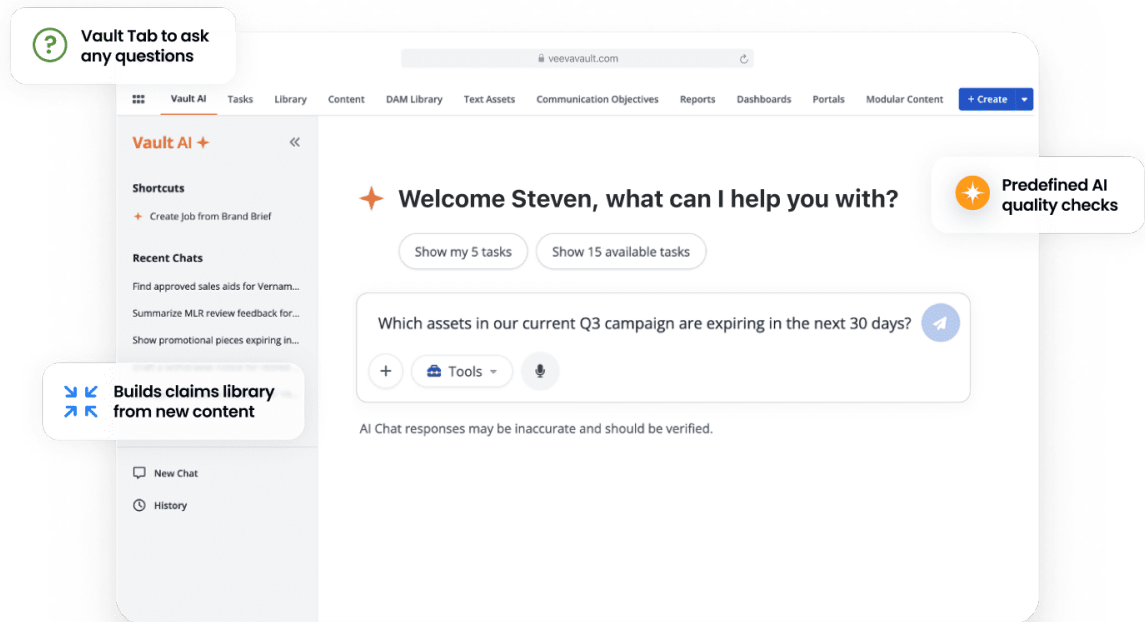
Falcon MLR, [Veeva's acquisition of Copli](#), is an autonomous, agentic compliance layer integrated with PromoMats and [Veeva MedComms](#). Targeting a 70% reduction in manual MLR labor within five years, Falcon MLR executes rigorous reviews of promotional and medical materials, conducting compliance checks against approved labels and local regulations to minimize manual effort.

The urgency to act

AI and automation are rapidly transforming how, where, and when commercial content work is done, overturning more than 25 years of established processes. By pairing the agentic capabilities in PromoMats and Falcon MLR, commercial biopharma can expedite reviews to meet customer demands, relieve reviewer burnout, and build the organizational trust needed to tackle these ambitious goals.



See the latest innovations for PromoMats to ensure you're on the fastest path to approved content.



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