

Cardiology Device Company Accelerates Content Approvals by 40% While Doubling Content Volume

HIGHLIGHTS

2x

increase in commercial content volume

40%

reduction in document approval time

30%

increase in approved documents

The mission to bring the most advanced and innovative technology to patients and physicians is shared among medical device companies. It can only happen if teams can get the word out about their products in the most efficient and impact way possible. While technology plays a key role in this process, as marketing operation teams from this medical device company found out, having the right training and enablement is equally important to deliver relevant content with speed and agility.

CARDIOLOGY DEVICE COMPANY – AT A GLANCE

- Company size: 1,500+ employees
- Specialty: cardiology devices
- Veeva solutions: Veeva Vault PromoMats

The right tool but not enough traction

When Advertising and Promotional Compliance Manager joined this cardiology device company in 2017, their ability to get messaging out was hampered by their content management capabilities. Although the company had installed **Veeva Vault PromoMats**, which would enable it to gain control of its digital assets and medical, legal, and regulatory (MLR) review process, the life sciences content management system wasn't being used to its full potential. "We bought a best-in-class solution, however, were only using the base capabilities," says Advertising and Promotional Compliance Manager.



With the company's need for content only expected to grow, they knew it was time to shift their use of Vault PromoMats into high gear. They quickly got to work helping the marketing organization move from reactive mode—in which it was constantly putting out fires and scrambling to answer questions—to proactive mode. But it would require some serious change management on this manager's part to get there.

Empowering users with robust training

In short order, management created a team to oversee the solution's use—including three full-time trainers for the content management system, Vault administrators in each region to offer round-the-clock support, and a group of document curators who act as librarians to ensure that the company's digital asset management (DAM) library remains well-organized, up-to-date, and accessible to all.

Their efforts paid off. Now, not using Vault PromoMats is simply not an option for employees and the approved external users they work with, such as outside agencies, contractors, designers, and videographers. Even their customers and consumers can access a range of content through an integrated ecosystem with Vault PromoMats at the center.

Accelerating content creation

As a result of the uptake in Vault PromoMats users, this cardiology device company's commercial content has more than doubled, while the approval time for that content has decreased significantly—from 4.9 days in 2020 to 2.9 days in 2021. The teams credits the ease of use and single point of truth facilitated by Vault PromoMats as helping achieve company-wide efficiencies for regulated content management and distribution.



The bottom line is that Vault PromoMats keeps everyone communicating across the team, and when that's happening, we can all see what content is most relevant to our customers.

— Advertising and Promotional Compliance Manager

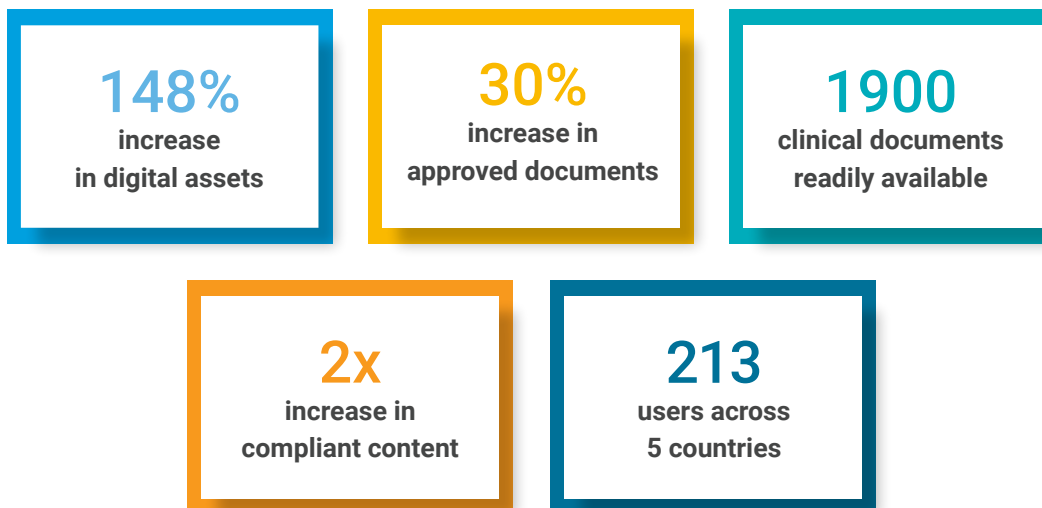
Today, says Advertising and Promotional Compliance Manager, “It’s easy to stay one step closer to customers. Each week, we look at clinical papers and decide what content is important to include in our promotional materials, and how we can localize for different regions and countries. The ability to report on substantiated claims linked to promotional material ensures we stay compliant while we continue to invest in our product value and messaging. The bottom line is that Vault PromoMats keeps everyone communicating across the team, and when that’s happening, we can all see what content is most relevant to our customers.”

Indeed, one cannot underestimate the competitive advantage this seamless communication confers to members of their field team, who now know that all the presentations, videos, printed materials, photographs, logos, and more that they share with healthcare professionals (HCPs) and patients contain the latest fully approved content.

This not only strengthens their brand messaging, it also fuels the company’s growth globally, as the team finds new ways to leverage the rapidly growing library of compliant, current content. Best of all, using Vault PromoMat’s business objects and adjacent technology integration means that when something changes in Vault, that change is reflected in all the applications that make use of the information (including in PowerPoint presentations, videos, and more).

Building future efficiencies with Vault PromoMats

At the end of the day, the statistics speak for themselves. Since fully adopting Vault PromoMats, this cardiology device company has seen:



As they continue their journey with Vault PromoMats, management expects its users to find new ways to leverage the solution. As an example, they pointed to the explosion of videos that resulted from the COVID-19 pandemic, which forced the company to take their in-person customer case sessions online in live streamed video. While they initially had to upload the videos to a distribution package because they were too big to view, the company can now upload them directly to Vault, where they can then be reviewed and approved through the MLR process.

With the company now leveraging all capabilities of Vault PromoMats, across the organization, they can tackle further content optimization efforts at full speed.

