

Building a Compliant Content Foundation for the Future

Medical device commercialization moves fast. From the moment a 510(k) clearance or PMA approval lands, the pressure is on – sales teams need tools, marketing needs campaigns, and every piece of promotional content needs to clear MLR review before it reaches a clinician or a health system, which can be a major burden and bottleneck for small teams.

For many medtechs, preparing for launch means focusing attention on essential foundational content areas. The quality and compliance of the foundation you lay for your content workflows now – including medical, legal, and regulatory (MLR) review processes – can create a competitive edge and help your organization scale more efficiently in the future.

Compliant content management optimizes review and approval

Speed is critical to maintaining launch timelines, but moving too quickly can lead to costly mistakes. In 2023, life sciences companies in the U.S. paid roughly \$1.8 billion¹ to settle False Claims Act violations and off-label promotions.

The right foundation for MLR review and approval reduces the risk of fines while increasing speed and efficiency. Along with improved compliance through a clear chain of custody and automated audit trails, [Veeva PromoMats](#) users reported a 25% reduction in time spent on compliance procedures.



We're trying to be transformative, but we have to lay the foundation first."

SENIOR PRODUCT MANAGER

25%

Reduction in time spent on compliance procedures

¹ [False Claims Act Settlements and Judgments Exceed \\$2.68 Billion in Fiscal Year 2023](#)

Fast-track MLR with a dedicated system

Email and spreadsheets are the most common starting point for the management of MLR reviews and approvals. However, these systems are highly manual and time-consuming, so it's easy to lose track of where an asset stands in the review process. The result: a drain on your organization's limited resources and increased compliance risks.

A more sustainable option is to automate these cycles through a dedicated MLR review system. With review and approval tracked in one place, your stakeholders can manage approval queues and gain visibility into content moving down the pipeline. Meanwhile, you can quickly identify and address any bottlenecks in the process. Organizations with streamlined MLR processes in Veeva PromoMats report a 57% reduction in review cycle times and a 55% reduction in review meeting duration, advancing speed and compliance.

Modern claims management enables launch efficiency

Manual processes and spreadsheets for claim management and supporting references are not only time consuming, but prone to human error. As you navigate peak content volumes and aggressive deadlines during launch, there's no room for delays. A modern approach to claims management can help your organization avoid slowdowns and maintain compliance with the automation of repetitive tasks, clear audit trails, and traceability.

Use modern claims management to optimize your content operations by automatically tagging and linking materials to approved claims. And when you stand up a central claims library, your stakeholders gain access to standardized language, improved transparency, and accurate documentation.



By using a core technology solution, we have a single source of truth for approved content and the ability to flex and optimize our MLR workflows as the company evolves."

SENIOR DIRECTOR OF FIELD AND MARKETING OPERATIONS

57%

Reduction in review cycle times

55%

Reduction in time spent in MLR/PCR meetings



80% of our claims are now linked automatically. This automation has significantly cut down manual linking, which used to take 10 minutes per claim, and now constitutes only about 20% of the overall process."

SENIOR MARKETING DIRECTOR

Deploy with speed, scale with confidence

Veeva PromoMats Basics enables emerging medtechs to quickly deploy across the organization. This streamlined approach provides a system that is ready to use on day one, with Veeva experts guiding your team through a 30-to-60-day onboarding period to ensure your first business users are fully prepared for launch. By leveraging these standardized, pre-configured applications, emerging companies can bypass the high costs and lengthy timelines associated with traditional implementation and customization projects.

Developed with industry best practices, the pre-validated package includes dedicated resources for seamless onboarding, training, and ongoing support. It offers a fast, simple solution to launch with speed, giving you the confidence that your foundation is inherently compliant with access to complete validation packages and on-demand vendor audits. Because the system is built on the same Vault Platform used across the life sciences industry, you have the flexibility to graduate to regular PromoMats over time—with no data migration required—positioning you for commercial success today while ensuring you can scale with ease for the future.



Operating as a small team with limited resources, we needed a compliant way to simplify digital content development and keep our operations agile as we grow. Automating claims management streamlines MLR reviews to speed content turnaround for approvals.”

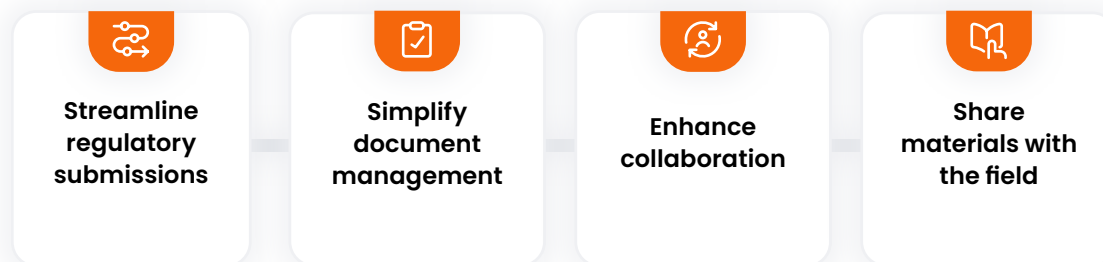
**SENIOR DIRECTOR,
U.S. PATIENT MARKETING**

Organizations that have implemented modern claims management using PromoMats report:

- ✓ Faster time to approval by utilizing pre-approved claims
- ✓ Reduced time and budget spent on creating and linking/annotating references on reused content
- ✓ Improved quality of MLR submissions and increased confidence in review teams
- ✓ A foundation ready for future content expansion

Adopting a comprehensive, connected solution

Traditional content methods – siloed systems or paper-based processes – can delay content availability and create compliance risks. The integration of PromoMats with other Veeva solutions, such as [Veeva RIM](#), [Veeva Medical](#), and [Vault CRM](#), creates a connected ecosystem that enhances content management across the end-to-end lifecycle.



These connections allow for seamless data flow between different systems, ensuring that content is compliant and of the highest quality throughout creation, review, approval, and distribution.

Learn more about PromoMats Basics [here](#)

