

PromoMats

Veeva PromoMats Basics: Build a Content Foundation for the Future







Enabling emerging medtech companies to launch, optimize, and scale content with speed

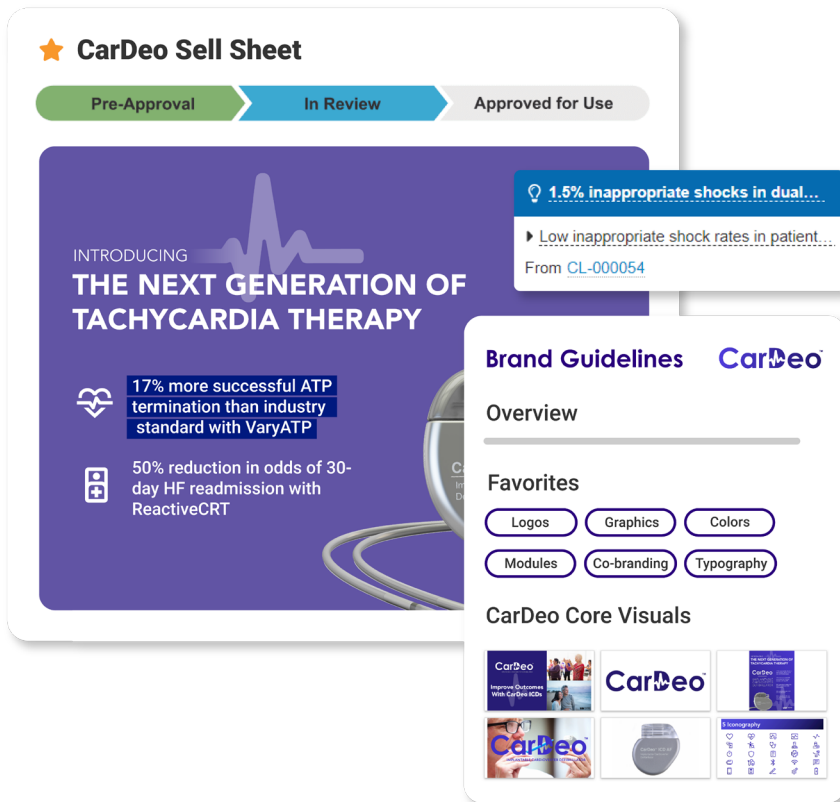
Over 75 medtechs trust Veeva PromoMats to deliver accelerated review, approval, and distribution of compliant commercial content. Veeva PromoMats Basics leverages this proven technology—including agentic capabilities with Veeva AI for PromoMats—to provide the essential end-to-end solution across MLR, Claims, and component management, ensuring compliant approval of all promotional content. The cloud-based software optimizes compliant workflows with built-in metrics to enable collaboration, speed time to market, and scale based on your business needs.

Get Started with Veeva PromoMats Basics

Veeva Basics enables emerging medtechs to quickly deploy Veeva PromoMats across the organization. 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 and the flexibility to graduate to regular PromoMats over time as the organization grows.

Benefits

-  **Zero Implementation**
Stand up your commercial content ecosystem on day 1.
-  **Pre-Validated**
Access complete validation packages on-demand. Every release is validated by Veeva.
-  **Always Current**
Veeva-managed updates, delivered three times a year, to keep your Vault current and following industry best practices.
-  **Global Support & Training**
24x7 end-user support and on-demand user training.
-  **Graduate to Full Vault**
Built on the same Vault Platform, enabling you to scale and graduate to full Vault with no migration required.
-  **Start Simple, Scale with Ease**
Get exactly what you need to review and approve content, with the flexibility to scale as your business grows.



High Impact for Emerging Medtechs

57%

Reduction in time spent in review cycles

55%

Reduction in time spent in review and approval meetings

88%

Reduction in time spent on agencies preparations for review

Access to Veeva PromoMats software with key features:

- Veeva AI for PromoMats: Quick Check Agent and Content Agent
- Fast-track MLR with best-in-class workflow
- Enable launch efficiency with modern claims management
- Gain visibility into performance and activities
- Support and store native digital asset files
- Collaborative Authoring with Microsoft Office

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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