

Customer Success Story:

Global Consumer Healthcare Company Shortens the Promotional Materials Review Process by 50% with Veeva Vault PromoMats

The Customer

As one of the world's largest consumer healthcare companies, this global leader has some of the most widely recognised brands of over-the-counter products. It produces a range of products to help consumers cope effectively with everyday healthcare problems – from relieving headaches to fighting coughs.

The Challenge

The company's UK and Ireland affiliate had been handling promotional material management through a paper-based, manual process. Brand managers struggled to efficiently collaborate on materials both internally and externally with advertising agencies.

The process of reviewing, approving, and disseminating each new promotional piece was complicated. The manual handoff of drafts and revisions between stakeholders had become counterproductive, with team members unknowingly duplicating efforts or missing corrections made in previous versions. Medical, legal, and regulatory (MLR) reviews diminished productivity, with final approvals taking as long as 40 days*, on average. An impending office move would physically separate stakeholders, too, making it virtually impossible to execute this paper-based process.

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— IT Director

* Sample size based on 24 random document approval times over three years before Veeva Vault was implemented and 175 documents since go-live with Vault PromoMats.

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— IT Director

The Search

The company set out to find a system to enable electronic review, approval, and archival of promotional materials and artwork components in order to strengthen compliance and efficiency. A cross-functional team of IT and business users identified selection criteria and evaluated a range of options, starting with a superset of the company's vendors globally. The shortlist of five included Veeva Vault PromoMats, Veeva's end-to-end promotional materials management solution for the life sciences industry. Built on a multitenant cloud-based platform, Vault PromoMats is accessible in real time over the web for productive collaboration and provides a full audit trail for complete traceability from content creation to distribution. Vault PromoMats is part of the Veeva Commercial Suite, which also includes Veeva CRM and Veeva Network customer master – all fully integrated to simplify the path to commercial excellence.

Immediately after seeing a Vault PromoMats demo, the selection team knew it had found the right solution. "It was clear that Vault PromoMats is both extremely flexible and functionally rich, with an intuitive, easy-to-use interface for users," said the company's IT director.

The Implementation

"Vault PromoMats was fast and easy to deploy," the IT director noted. "Industry-specific and pre-validated, the system was already fit for purpose without heavy customisation. Vault PromoMats offered everything we wanted out of the box. The implementation would have taken twice as long to implement had it not already been validated."

"The product proved also to be a strategic fit for us because we already utilize Veeva CRM and Veeva iRep," he added. "We plan to fully leverage the integration between products in the Veeva Commercial Suite to seamlessly distribute compliant content to the field."

After just six weeks, all users – including collaborators from eight different marketing agencies – were up and running on Vault PromoMats.

The Results

Shortly after implementing Vault PromoMats, the company had already started reaping the benefits of Vault PromoMats. The company's IT director explained, "Vault PromoMats allows me to spend less time managing the technology and more time focusing on the business."

According to the company, it is now developing higher-performing promotional materials faster and more effectively, while also improving compliance. Some of the key results experienced to date include:

Easier Path to Compliance

The company had struggled to follow promotional material development progression in the past with its manual and lengthy MLR review – a process that involves many different stakeholders, including marketing, medical information, regulatory, legal, communications, and business teams. Now, it runs reports in seconds and maintains structured links between materials, references, and claims for compliance purposes. “We have much greater visibility throughout the process, which improves compliance, enhances quality, and ultimately drives efficiency throughout the organisation,” said the general manager of the company.

A regulatory affairs manager at the company added, “We used to have to literally walk our materials around from person to person. Vault PromoMats speeds up the process and ensures we are more compliant because there is an electronic audit trail.”

Greater Accessibility to Support Collaboration

As a cloud-based application, Vault PromoMats is accessible from almost anywhere, and the online approval process ensures easy virtual collaboration, better visibility, and added accountability.

“Vault PromoMats has made it much easier to work closely with agencies. They can log in and see where copy is in the process. This allows them to take more responsibility because they can upload the content and follow it through. Annotations and next steps are clear and specific – with Vault PromoMats, we always know which modifications to make in order to be compliant,” said a brand manager for one of the company’s leading brands.

High User Adoption

According to the company, the consumer web-like interface and intuitive navigation make Vault PromoMats a very user-friendly system, which has resulted in high user adoption. This simplicity and ease of use allow external team members to be trained relatively easily, further facilitating cooperation. Moreover, having all team members using the system ensures only approved promotional materials are released.

Improved Efficiency and Team Productivity

Early feedback from one marketing team shows significant productivity gains, thanks to the more automated Vault PromoMats process. An approval process that once took as long as 40 days, on average, now requires fewer than 20 days*.

Not only are approved materials released more quickly, but individuals are also spending less administrative time on the process overall, freeing them to focus on producing great materials rather than unravelling long revision chains. “Vault PromoMats has greatly reduced the amount of time I spend in the copy review process, giving me more time to dedicate to other elements of my role,” commented the brand manager.

“For example, a new product’s artwork components were collaboratively reviewed by a group of four people, with all attendees working remotely with iPads and laptops. During a teleconference, all comments across MLR were added, and the process only took two hours of intensive work compared to several days of reviews and consolidation work following the old process,” added the regulatory affairs manager.

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Enhanced Quality Control

Vault PromoMats houses all promotional content and artwork components – including references to claims – in a single place, so it's faster and easier to search for a claim and the associated documents. “We used to track claims in Excel, but we now use Vault PromoMats as our local UK claims database and content repository. Having a central database that lists all claims and allows us to reference origin is a very powerful capability. When claims for all the different brands are in one place, we can see where they are being used, amend them easily, and ensure that there is nothing that shouldn't be out in the public domain,” said a senior medical information officer at the company.

Looking Ahead

The company plans to enable the integration to extend efficiency and compliance all the way to the field. The seamless, direct pipeline of approved marketing content from brand teams to sales reps will give it end-to-end content control and enable single-click distribution to and withdrawal from iRep.

About Veeva Systems

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