Veeva

WHITE PAPER

Managing Content Across the Digital Supply Chain

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The upsurge of digital media and commercial content distribution in life sciences is causing changes to the industry on a global scale. Challenges with global content management, review and approval of materials, compliance, speed to market, and rising costs are driving the need for end-to-end commercial content management. Organizations need to work faster and smarter when creating, distributing, and sharing commercial content while ensuring compliance to local regulatory bodies.

Commercial Content Compliance in Life Sciences

Over the last decade, digital commercial content has emerged at a dizzying pace. The new digital media landscape is characterized by content that is spread across many channels, including social media, rich media, blogs, stakeholder communities, websites, and mobile applications. And while these media have provided valuable opportunities to deepen brand engagement, they have not been easy to accommodate. To manage the complex digital content space, life sciences companies now spend more time and money creating, reviewing, approving, distributing, and withdrawing materials—all on a global scale.

And, while there has always been inherent risk in maintaining compliance and consistency in the chain of custody for commercial content, the complexity of digital content formats significantly increases that risk. However, cloud software innovations such as content management solutions with a digital asset management (DAM) capability can now provide better compliance, global reuse, and process optimization. Together these innovations, paired with rapid deployment methodologies, are paving the way for life sciences' prosperous future within a highly digitized marketplace.

Commercial Content Challenges: Increased in the Digital Landscape

Despite the software innovations available today to assist with compliant content management, many life sciences organizations are still struggling. In many cases, content is scattered across disparate sources, both within the organization and externally with agencies. These regional siloes cause organizations to waste millions of dollars on recreating materials.

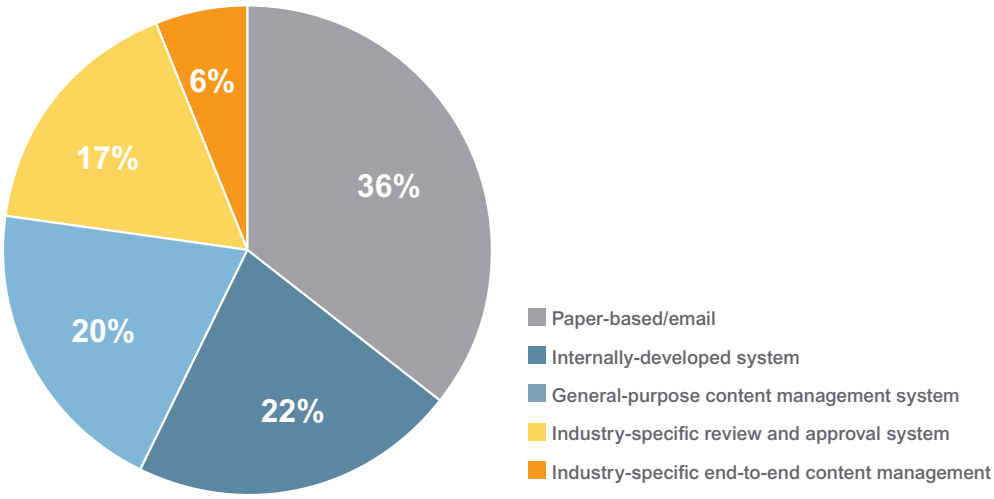
Many companies currently use manual, paper-based, or home-grown document management systems with multiple content repositories. These antiquated systems were not designed to support the complex workflows required by the life sciences industry. When materials are promoted and withdrawn manually, companies risk using incorrect or retired content in the field.

Increased challenges of global access and consistency in the chain of custody were confirmed in recent findings derived from 250 global regulatory, marketing, and medical leaders. The *Veeva 2015 Commercial Content Management Survey* results illustrate the continued use of multiple content repositories. Only 6% of respondents use an end-to-end commercial content management system. According to the survey:

- 89% of respondents rely upon multiple systems and methods to manage content.
- 60% rely on email to complete at least one or more tasks.
- 41% still use paper-based processes for certain functions.

Figure 1: Current Content Management Methods

What systems or tools do you use to manage commercial content?



Detailing the current landscape of systems in use, the report reveals capability gaps stifling speed to market and compliance.

- A majority of respondents lack key capabilities necessary for accelerated time to market, including the ability to report on content status and process bottlenecks (85%), to reuse assets via a global digital asset management system (70%), and to electronically distribute approved content to multiple channels (60%).
- 81% of respondents also lack key capabilities for compliance, including reports on where claims and content are in use, and 49% lack an audit trail.

Clearly, the life sciences industry needs a smarter, enterprise-class solution that that will enable a complete, connected digital supply chain. To accommodate higher volumes of content throughput, companies require automated distribution capabilities that minimize the risk of exposing incorrect or faulty content.

> The rapid pace of content production, coupled with the multitude of content types, calls for an end-to-end solution that can support compliance requirements for life sciences commercial content, while enabling the distribution of dynamic content across multiple channels.
>
> – John Chinnici, Vice President, **Veeva Vault PromoMats**

Evaluating Your Digital Supply Chain

Although the review, approval, and distribution processes for commercial content have naturally evolved, a population of paper-based, home grown or general content management system users still exists. As they begin exploring the journey towards a new infrastructure, organizations must undertake an honest audit of their existing digital supply chain, answering such key questions as:

- Do you spend unnecessary time and money recreating existing materials that you cannot locate?
- Can you easily identify which materials are current and approved, and which should be archived?
- Can you quickly and easily distribute and withdrawal content across multiple channels, including digital?
- How well can you support management of claims and associated source materials?
- Can you reuse and share content across regions?
- Do you have a streamlined medical/legal/regulatory workflow process?
- How well can you comply with local regulatory reporting requirements?

A Complete & Connected Digital Supply Chain—Vault PromoMats

> "The life sciences industry is facing a fundamental transformation from a product orientation to an outcome orientation. The implications of this profound change—and the opportunities it unleashes to engage customers and patients in entirely new ways is staggering—with content at the very heartbeat of this new dynamic."
>
> – Jamie Antis, Managing Director, **Accenture Life Sciences**

A Seamless Digital Supply Chain

Life science companies can now manage commercial content from end-to-end within a single software platform that maximizes the value of time invested in creating and distributing compliant commercial content.

Compliant software solutions that facilitate management of the end-to-end content lifecycle provide significant opportunities for improving content collaboration, approval, distribution, and withdrawal for increased speed-to-market and cost savings.

Key Capabilities for End-to-End Commercial Content Management

Desired Outcome	Capability Requirements
Streamlined Content Creation, Review, and Approval	• Real-time, global collaboration between colleagues and agencies • Review and approval, storing, searching and sharing approved digital assets • Support for digital signatures • Configured to support local regulatory standards
Better Compliance	• End-to-end audit trail, including distribution and withdrawal • Version control • Electronic withdrawal of outdated content from multiple channels • Reports on where claims and content are in use
Effective Digital Asset Management	• Integrated digital asset management with powerful digital rights management • Single source of the truth for approved content and individual assets • Multichannel distribution and asset withdrawal as well as archive management • Integration to CRM, social media, and web content management systems • Reporting on which content pieces and assets are used, and where they are utilized
Accelerated Time to Market	• Reports on locations of claims and content use • Reports on status and process bottlenecks • Digital asset management to enable content reuse • Ability to conduct online reviews • Electronic distribution of content to multiple channels • Automated review and approval

Upon implementing an end-to-end commercial content management solution, organizations can recognize a six month return on investment.

57% reduction in review cycle time

55% reduction in time spent in MLR/PRC meetings

25% reduction in time spent on compliance procedures

88% reduction in time spent on agencies initiating and uploading jobs

More Than Software – What to Look for in a Solution Partner

Upon an audit of their existing digital supply chain, life science companies can leverage the robust domain expertise and support services offered by system providers to harness end-to-end and enterprise-wide benefits. To enable an effective and efficient launch, vendor support must provide these fundamental capabilities:

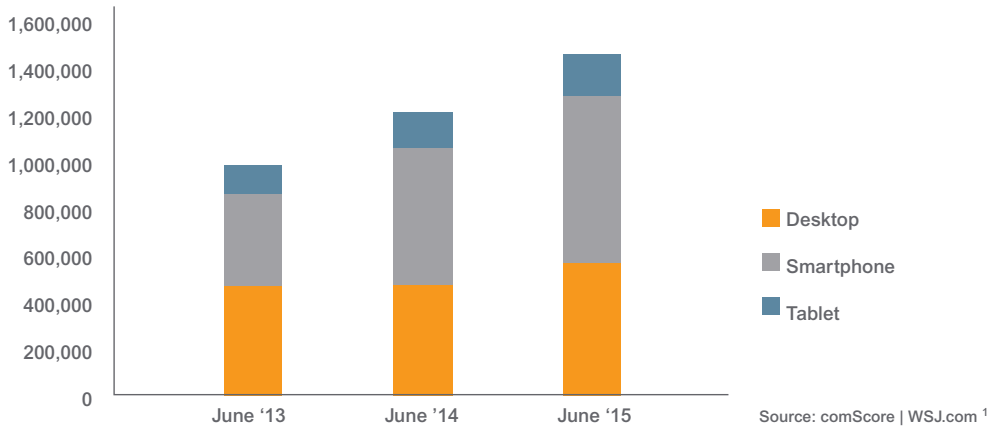
1. **Technology Strategy:** Deep domain experts who can assess your organization's current technology state and provide an actionable roadmap for system strategy, consolidation, and integration.
2. **Business Process:** Evaluate your existing business processes, remap, and/or create new business processes to enhance multichannel outreach on a global scale.
3. **Pre- and Post-implementation:** Provide your organization strategic support including guidance on standard operating procedures (SOPs).
4. **Account Management:** Provide additional services to you well beyond implementation such as custom report creation, configuration changes, tier 2/3 escalations, data management, and more—ensuring you are getting the most out of your system.
5. **Ongoing Support:** First level end-user support to answer your questions about product functionality and compliance processes, as well as escalations for product issue resolution.
6. **Industry Knowledge:** An experienced partner who offers you best practices in commercial content compliance.

Conclusion

Digital media consumption continues to grow at a rapid pace. A report published by comScore and published in *The Wall Street Journal* reveals a 49% growth in consumption of digital media over the last two years. To remain competitive, organizations will continue to increase their investment in creating rich digital content.

Digital Media Consumption Keeps Growing

Total time spent with digital media in the U.S. (millions of minutes)



Source: comScore | WSJ.com [1]

As rich media production increases, life science companies must navigate the complexities of the digital landscape and manage compliant content across multiple communication channels. The solution is a cloud-based end-to-end, compliant commercial content management software system that facilitates interactions across the digital supply chain. These best-in-class solutions represent a sea change for the industry, and offer a variety of benefits that cannot be achieved using existing systems and processes. These benefits include the ability to:

- Streamline creation, approval, distribution and withdrawal of commercial content
- Enable global content reuse and brand alignment
- Facilitate collaboration
- Enhance compliance
- Improve speed to market

Now is the time to evaluate your digital supply chain, and to simplify and accelerate critical time-to-market processes, comply with regulation and improve productivity and efficiency. By streamlining the digital supply chain, companies can decrease costs while creating global efficiencies, becoming more agile and gaining significant time-to-market and commercial advantage.

To learn more about managing your content across the digital supply chain, contact Veeva and schedule time to speak with a commercial content strategist.

[1] http://blogs.wsj.com/cmo/2015/08/19/digital-media-consumption-is-booming-as-investment-floods-in/

About Veeva Systems
Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 800 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit **www.veeva.com**.

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