

Global Consumer Healthcare Company

Shortens the Promotional Materials Review Process by 50%

Key Results



to implement

2x



the productivity

Challenge

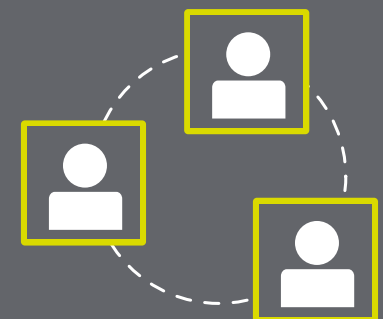
PATH TO COMPLIANCE



Paper-based, manual processes



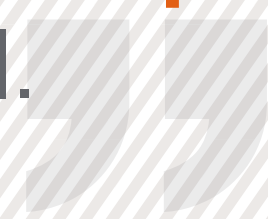
Medical, legal, and regulatory (MLR) reviews took as long as **40 days to complete**



Difficult for brand managers to collaborate



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.



Regulatory Affairs Manager

Veeva Vault PromoMats

Results



Path to compliance

- + Runs reports in seconds
- + Electronic audit trail



Greater accessibility

- + Virtual collaboration
- + Better visibility
- + Added accountability



High adoption

- + Intuitive navigation
- + Easy to train teams
- + Improves cooperation



Time to complete MLR review shortened from 40 days to **20 days**