

Veeva MedComms

Key Innovations



Overview

With increasing stakeholders looking for more information through new channels and formats, finding a way to balance speed and accuracy is crucial to medical content success.

Veeva MedComms streamlines scientific content creation, review, and distribution, allowing biopharma to scale up medical content operations while remaining compliant and accurate.

Read on for tips and tricks to maximize your Veeva MedComms investment, whether through easier collaboration across teams or faster dissemination of content and evidence to field and medical information.

Medical content lifecycle

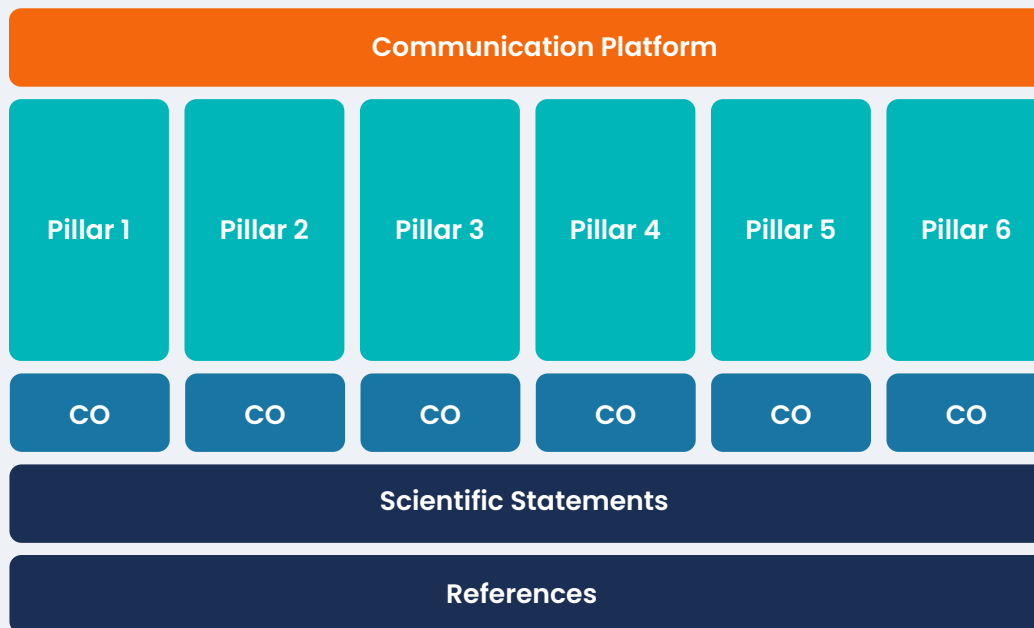


Strategize and Plan

Medical affairs teams play a critical role in translating trial data and real-world evidence into cohesive scientific narratives that communicate a product's clinical profile and therapeutic applications. These narratives, along with substantiating references, live within a scientific communication platform (SCP)—a strategic resource used to drive internal alignment and ensure accuracy and consistency in communicating scientific data externally.

Digitize your scientific communication platforms

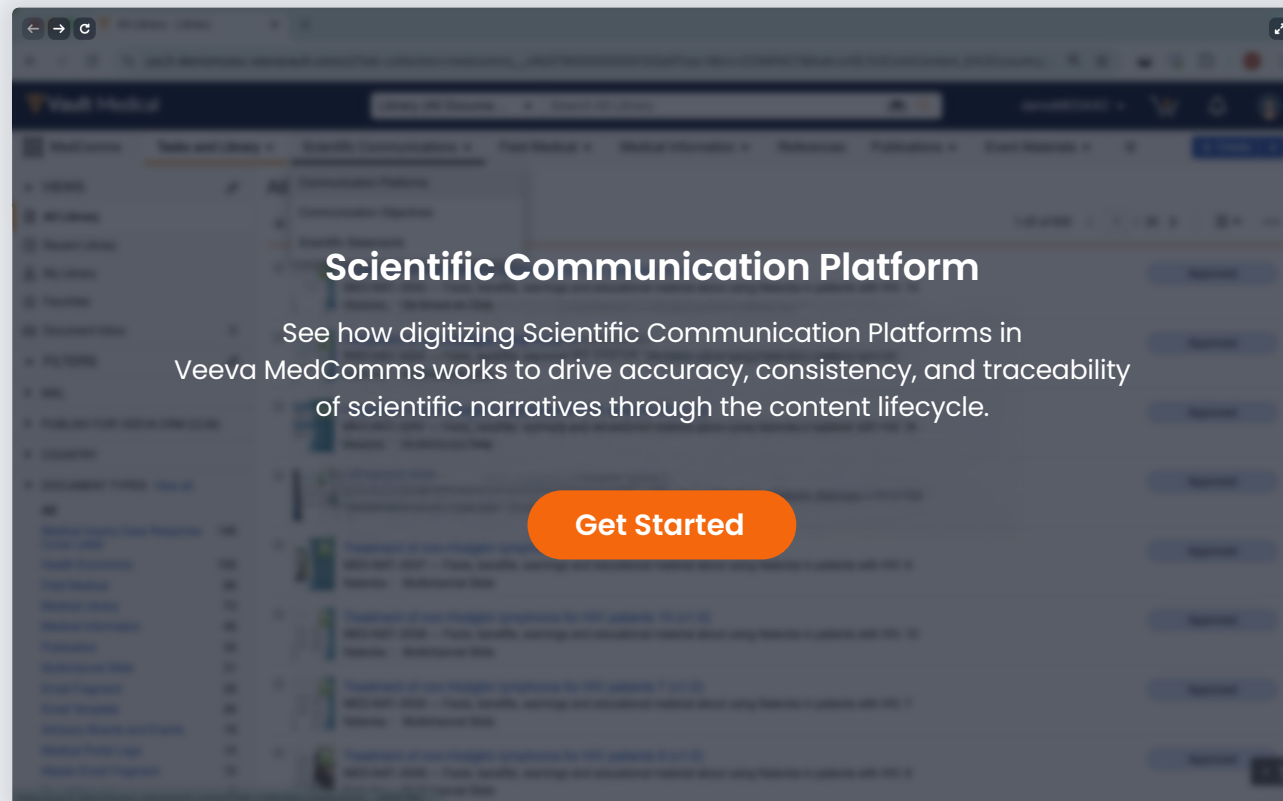
Veeva MedComms provides a fully digital framework for managing SCPs. This framework lets you organize and maintain a structured hierarchy of scientific narratives, pillars, communication objectives, scientific statements, and substantiating references, and link those components directly to content created and stored in MedComms.



- ▶ Define the scientific narrative you want your audience to know.
- ▶ Create groupings or 'pillars' like disease state, MOA, safety, etc.
- ▶ Set communication objectives for each pillar.
- ▶ Organize scientifically accurate or aspirational statements in a hierarchy, and back them up with references.

Enable a modular approach to content creation and reuse

The SCP's inherently modular structure enables the creation of high-quality, evidence-based materials aligned with your strategic scientific goals. The SCP becomes a set of reusable components within MedComms that can be used to create content with consistent language and referencing. Because it's interconnected, your teams can gain crucial visibility into how and where messages are being used externally and use those insights to inform future activities.



Create and Collaborate

Speed content creation with Templates and Merge Fields

Document Templates are a great way to quickly create new versions of existing content (e.g., a localized global standard response letter). When creating the new localized version, Vault copies the template file and uses that as the source file for the new document.

Merge Fields allow users to insert information from a document's metadata into the document (e.g., different variables in a letter, such as country-specific phone numbers, email addresses, or specific disclosures). The Merge Field function triggers Vault to search within the document and replace specific tokens with field values from the document's metadata, making it easy to populate the standard letter with new details.

Work more effectively with Collaborative Authoring

Generating new medical content requires time and effort from multiple stakeholders, including outside agencies and writers who collaborate through numerous back-and-forth conversations over email

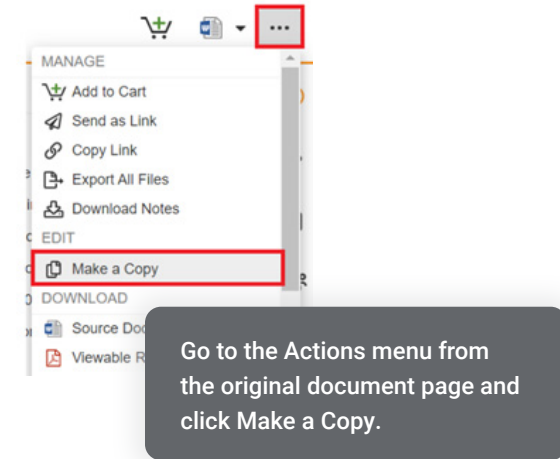
Collaborative Authoring helps content creators work more effectively together while maintaining compliance. Project or document owners can upload a document to Veeva MedComms and give others access to contribute. Only users with the correct permissions can join collaboration sessions, and edits can be done simultaneously.

Users can check out a file with one click, make changes, and then save it to the Office 365 file, updating Vault. When done with Collaborative Authoring, users can close out Microsoft Word, and all the changes will be synchronized into Vault.

Collaborative Authoring is an easy and compliant way to work jointly on everything from documents and spreadsheets to slide decks.

RESOURCES

The Collaborative Authoring Resource Hub contains additional information and demonstrations to help you get started.



Review and Approve

Repurpose approved content with Make a Copy

When localizing medical content, authors often need to modify the original document. They may have to translate it, change terminology and contact information, add slides, or remove information that is not relevant to the specific country.

Veeva MedComms makes it easy to reuse documents or binders with the Make a Copy option. When a user makes a copy of a document, the new version will have the same fields, content, and structure as the source file. A relationship is also created between the source document and its copies to allow for traceability. Once the document is approved, regional affiliates receive a notification in Microsoft Outlook or within Veeva, letting them know a new piece of content is available to localize.

Make a Copy is an easy way to initiate new projects from existing documents, which can then be worked on jointly by multiple individuals with Collaborative Authoring.

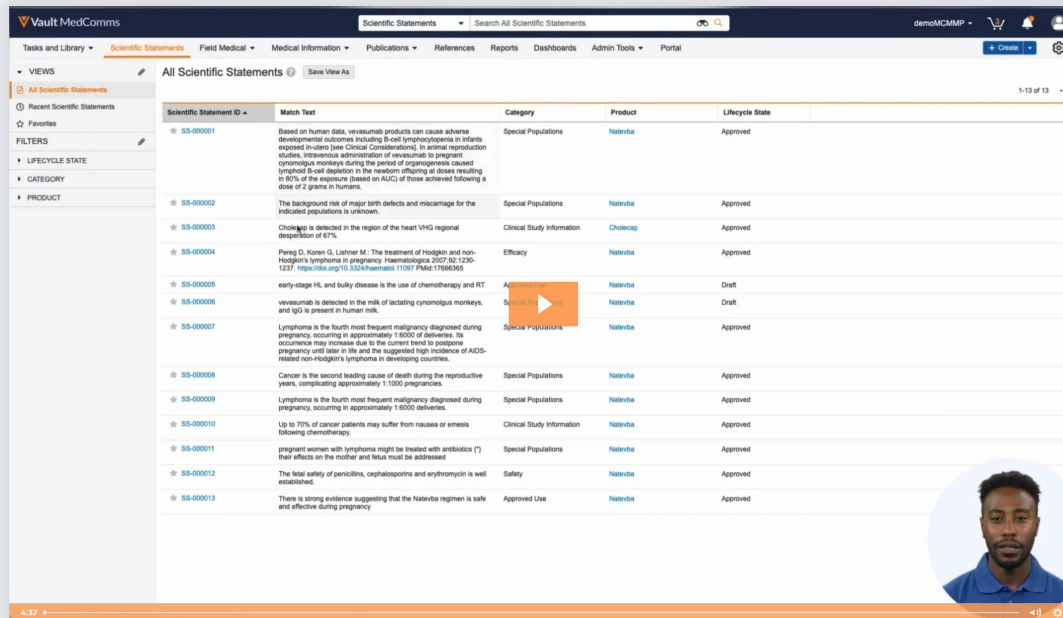
Speed approval times with Scientific Statements

Identifying and linking evidence within medical content to its relevant reference material is often very manual. Scientific Statements in Veeva MedComms automates this, saving time and effort in the creation and review process.

Users create a Scientific Statement library, including the text to be matched, applicable product, country, and category, and can send it through for review and approval. When authoring new material, content creators can click on the Suggest Links icon (lightbulb), and Veeva MedComms will automatically create the reference links within the document based on the Scientific Statements. Users can then review the links, ensure the wording is correct, and that all references are detected.

By using a library of Scientific Statements, content creators not only speed up reference links and reviews but can also ensure they're using consistent messages that have already been vetted and approved.

Scientific Statements ↗



Scientific Statement ID	Match Text	Category	Product	Lifecycle State
SS-000001	Based on human data, vevasurab products can cause adverse developmental outcomes including B-cell lymphocytopenia in infants exposed in-utero (see Clinical Considerations). In animal reproduction studies, intravenous administration of vevasurab to pregnant cynomolgus monkeys during the period of organogenesis caused lymphoid B-cell depletion in the newborn offspring at doses resulting in 80% of the exposure (based on AUC ₀₋₂₄) of those achieved following a dose of 2 grams in humans.	Special Populations	Natrelva	Approved
SS-000002	The background risk of major birth defects and miscarriage for the indicated populations is unknown.	Special Populations	Natrelva	Approved
SS-000003	Cholecystitis is detected in the region of the heart VHD regional desaturation of 87%.	Clinical Study Information	Cholecap	Approved
SS-000004	Peng D, Koren G, Lohrer M. The treatment of Hodgkin and non-Hodgkin's lymphoma in pregnancy. Haematologica 2007;92:1230-1237. https://doi.org/10.3324/haematol.11097 PMID:17668365	Efficacy	Natrelva	Approved
SS-000005	early-stage HL and bulky disease is the use of chemotherapy and RT	Special Populations	Natrelva	Draft
SS-000006	vevasurab is detected in the milk of lactating cynomolgus monkeys, and IgG is present in human milk.	Special Populations	Natrelva	Draft
SS-000007	Lymphoma is the fourth most frequent malignancy diagnosed during pregnancy, occurring in approximately 1:8000 of deliveries. Its occurrence may increase due to the current trend to postpone pregnancy until later in life and the suggested high incidence of AIDS-related non-Hodgkin's lymphoma in developing countries.	Special Populations	Natrelva	Approved
SS-000008	Cancer is the second leading cause of death during the reproductive years, complicating approximately 1:1000 pregnancies.	Special Populations	Natrelva	Approved
SS-000009	Lymphoma is the fourth most frequent malignancy diagnosed during pregnancy, occurring in approximately 1:8000 deliveries.	Special Populations	Natrelva	Approved
SS-000010	Up to 70% of cancer patients may suffer from nausea or emesis following chemotherapy.	Clinical Study Information	Natrelva	Approved
SS-000011	pregnant women with lymphoma might be treated with antibiotics (?) their effects on the mother and fetus must be addressed	Special Populations	Natrelva	Approved
SS-000012	The fetal safety of penicillins, cephalosporins and erythromycin is well established.	Safety	Natrelva	Approved
SS-000013	There is strong evidence suggesting that the Natrelva regimen is safe and effective during pregnancy	Approved Use	Natrelva	Approved

Store and Manage

Optimize content reuse with Based-on Notifications

Many medical organizations implement a global-to-local content model to optimize content reuse and ensure consistent messages across regions. Based-on Notifications help to ensure that content pushed out to the regional location stays up to date and accurate.

When local regions use “Make a copy” to create a child document of a global parent, a relationship is established between the two documents. Notifications can then be added to update the owners of child documents when the parent has been changed. For example, the parent document’s owner can change the document’s “state” if there has been new evidence and the document is now seen to be obsolete. Veeva MedComms will notify the owners of any child documents that the global document has changed so they know to update their regional version.

Global authors can also run reports to help them understand how often their document has been copied and the impact of any planned updates.

Quickly review unfamiliar terminology with Glossary Terms

Medical content may often contain unfamiliar terms to the author, reviewer, or contact center as they fulfill medical inquiries, which can slow down the review and distribution of medical information. Glossary Terms in Veeva MedComms allow users to look up the definition of unknown terms quickly.

When a reviewer sees a term they might not be familiar with, they can highlight it and open up the glossary with one click. A definition for that word and links to external resources (such as the National Library of Medicine) will appear.

Administrators can view, filter, and search through all the terms in the glossary and add new ones. Dashboards and reports provide quick insights into which glossary terms are being used, the type of searches done by users, and which terms were searched but are not part of the current glossary. This helps administrators determine which terms are good candidates to add to and improve the glossary.

Glossary Terms ↗

The screenshot displays the Veeva VaultMedical interface. At the top, there's a navigation bar with tabs like 'Tasks and Library', 'Scientific Statements', 'Field Medical', 'Medical Inquiry', 'Medical Information', 'Publish', 'Press', 'Esc to exit full screen', 'Dashboards', 'Admin Tools', and 'Portal'. Below this, a document titled 'Natevba - Use in Pregnancy in the 3rd trimester (v0.2)' is shown in the 'In Review and Approval' stage. A task bar indicates 'Task: Approve Due 12/9/2022'. The main content area shows a document with sections like 'SELECT PRESCRIBING INFORMATION' and 'NATEVBA SHOULD BE ADMINISTERED TO WOMEN OF CHILDBEARING AGE ONLY WHEN SUCH PATIENTS ARE HIGHLY UNLIKELY TO CONCEIVE AND HAVE BEEN INFORMED OF THE POTENTIAL HAZARDS'. On the left, a 'GLOSSARY' sidebar is open, showing a search for 'lymphoma' and a list of matches with definitions. On the right, an 'INFORMATION' sidebar displays document details such as Name, Title, Type, Classification, Country, Product, Document Number, Created By, Last Modified By, Version, Lifecycle, Status, Reason for Copy, Lifecycle State Stage ID, and Lifecycle Stage. A user profile picture is also visible in the bottom right corner of the interface.

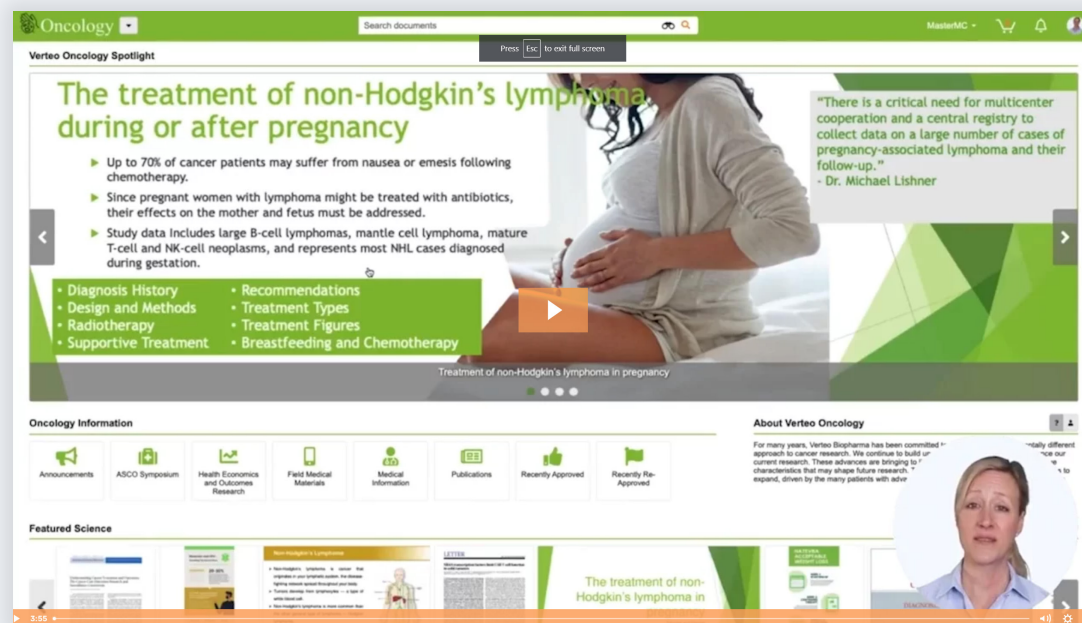
Publish and Share

Showcase the latest content with Medical Portals

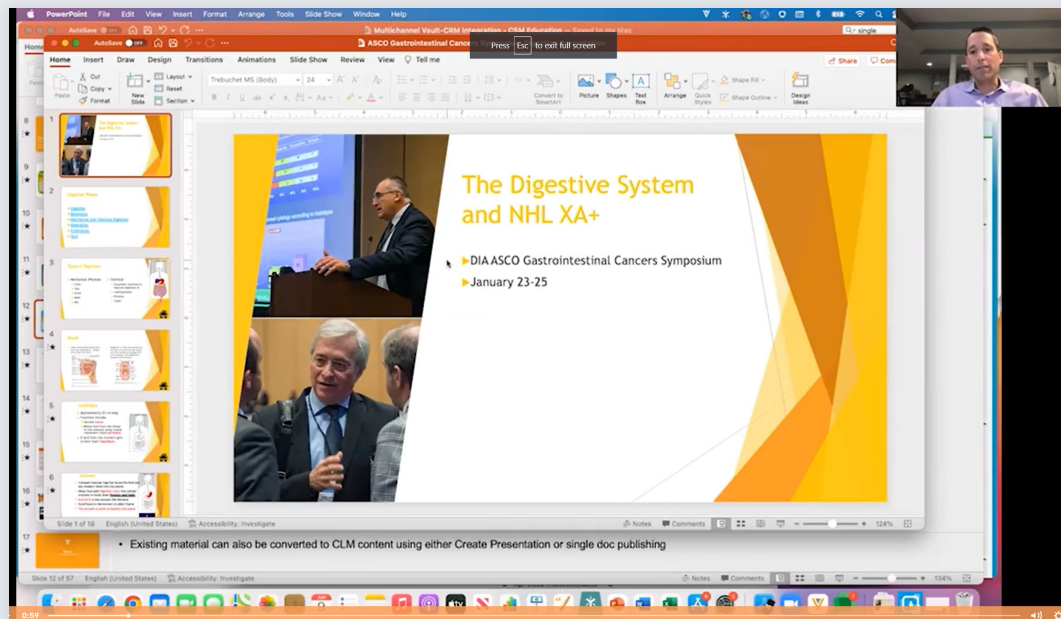
Medical Portals provide a simple, intuitive interface to showcase scientific content, making it easier for teams to search, browse, access, and share the content they need. This is ideal for users needing simple read-only access to this content or for MSLs doing research offline.

Portals can be quickly set up and organized by therapeutic area, product, country, role, and more. Configurable areas provide quick views of featured content, showcase commonly used scientific materials, and allow you to highlight newly approved documents. “Pop-up” portals are ideal for defined, time-limited uses such as an annual congress.

Medical Portals ↗



Auto-Publishing ↗



Rapidly disseminate content to the field with Auto-Publishing

Getting the right content to the field is critical for ensuring personalized, relevant engagement. However, it can be challenging to ensure that MSLs have the most recent version of content and keep it up to date and compliant. Auto-Publishing lets content owners efficiently manage content distribution, creation, versioning, and even withdrawal directly from Veeva MedComms to the field.

Users can configure CRM rendition settings and behaviors to specify which documents and file types in Veeva MedComms are available in CRM (PowerPoint, PDF, MS Word, or video). They can also determine how slide decks render in CRM, such as a multi-slide presentation or native PowerPoint.

Distributing new content to the field is as easy as uploading the document, classifying it to match the rendition settings, and selecting the option to publish to CRM (CLM). Once the system synchs, the new content will appear in the media library for the MSL to use in stakeholder interactions.

Auto-Publishing is a quick and easy way to distribute content and is also derived from one source document. Any updates to the source document (approvals, expirations, etc.) will also appear in rendition in CRM, helping to optimize the management and versioning of scientific content.

Learn more tips and tricks to make the most of Veeva MedComms in the [Veeva Connect](#) customer community.