

Powering Omnichannel Strategies with Modular Content

Create Commercial Content Faster and at Scale

Life sciences companies are creating more content than ever before. In fact, a recent Veeva survey of pharma and biotech professionals confirms that 86% of participants are creating a greater volume of content now compared to six months ago.

The proliferation of digital channels, combined with the shift to remote work brought on by COVID-19, has increased pressure to deliver highly personalized—and compliant—content to HCPs even faster. Yet despite this focus on speed and quality, the content creation process remains inefficient and error-prone. Materials are often recreated and reapproved multiple times, and regional teams struggle to reuse assets across different regions.

Modular content provides the foundation for creating relevant commercial content faster and at scale. This process represents a dramatic shift in how teams draft, review, and distribute assets within and beyond the organization. Instead of creating each asset from scratch, a modular approach relies on pre-approved content blocks, or modules, that teams can quickly and easily recombine into a variety of polished assets.

Understanding Modular Content: The Four A's

While modular content can feel complex, this approach encompasses four clear components: *agnostic*, *approved*, *associated*, and *accessible*.

Agnostic. First and foremost, modular content is channel agnostic. Modules can work in any channel or geography. As teams are tasked with producing more assets in a shorter timeframe, an agnostic approach provides the flexibility needed to scale.

Approved. Modular content uses pre-approved blocks or groupings that can travel together. These include components such as a claim, copy, reference link, or visual asset (images and logos). Content creators then combine modules in configurable templates to produce polished assets. By leveraging these pre-approved content blocks, teams solve the challenge of remaining compliant while being efficient.

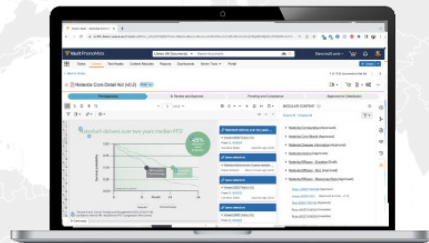
Content Reuse

Drive reuse of content with pre-approved content modules



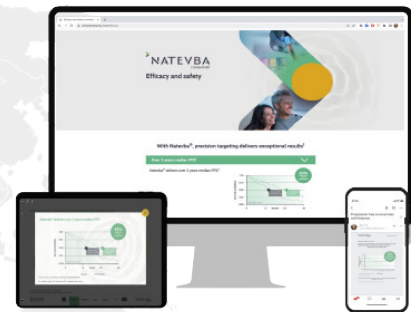
Faster MLR

Speed up MLR by identifying previously approved content



Insights

Track content modules and measure efficiency



Associated. Because components travel together, they must relate to the other components in the module. This ensures that each grouping delivers a coherent message and drives fast, easy reuse of modules. Associations among content pieces enable traceability of components, modules, and their use in a final tactic. They also give sales and marketing teams the ability to assess the impact and effectiveness of modules.

Accessible. To drive reuse, modules need to be easy to find and distribute through each channel. Strong content management using a robust digital asset management (DAM) solution is a must. The platform serves as a system of record for everyone, allowing content to be centrally located, easily trackable, and shareable. While a successful modular content strategy relies upon a solid process, technology is a necessary foundation to enable accessibility for all users.

Bringing Modular Content to Life

Modular content fundamentally changes the way organizations work and, when done well, can drive significant value across the organization. As companies start experimenting with this approach, it is important to focus on a few key areas to ensure the end user is top of mind:

Operating model. Reorienting toward a modular method will require collaboration and alignment across agencies, commercial operations, IT, regulatory and compliance, and brands. Each function plays a critical role in the process. It is important to advocate for alignment early and quickly, and to involve each team in new governance and operating models.

Pilot projects. The best way to begin is to start small, learn fast, and scale rapidly. Identify the area of the business best suited to drive change and limit disruption or risk to other parts of the organization. For example, begin by deploying modular content for a new brand, channel, or indication. This way, teams can start from scratch rather than having to redo longstanding processes for a mature product.

Success criteria. People need to know the rationale for modular content and the benefits that it will bring – namely, the ability to generate and deliver compliant materials quickly, while driving reuse and localization. It’s important to define success criteria and benchmarks early on. Consider metrics that answer questions like:

Question	Metric
Are we creating content faster than before?	Speed
Does content go through more or fewer review cycles? Are the cycles themselves longer or shorter than previously?	Speed and quality
How many times are different modules being reused in different geographies and channels?	Efficiency

Change management. Buy-in and adoption are crucial to success. Make sure everyone shares the same definition of modular content and the goals of this approach. This requires bringing leaders, internal teams, and partners on board early. Designate key executives to champion and advocate for the project and the urgency of doing things differently. Create standard processes and governance models and communicate these to employees. Their understanding and adoption of the new tools and processes helps ensure the organization reaches its goals.

A Continuing Journey

As life sciences companies embrace this modular journey, speed, personalization, and compliance will define the future of the content ecosystem—from creation through omnichannel delivery. Modular content is the foundation for scaling assets in a virtual world, and it will be key in positioning the industry to take advantage of the next wave of digital transformation.

To learn more, check out [Novo Nordisk: benefits of a modular content strategy](#).