

# Engagement, Not Creation, is the Top Content Goal

**“Somewhere in all of that underutilized content is information that will move the needle for HCPs and patients.”**

— **John Postley**, Senior Associate Director of Content Strategy and Impact, Boehringer Ingelheim

Advancements in AI are generating excitement about creating more personalized content at a faster rate. The industry’s output rises yearly, a trajectory expected to intensify with the emerging technology.

However, there’s a disparity between the investment and enthusiasm in creating more content and the efforts to measure and use what moves the needle the most. Veeva Pulse Field Trends data demonstrates that effective content usage drastically improves treatment adoption and boosts access. Yet, few biopharmas have successfully ramped up usage to a consistently higher rate. Field teams still share material in fewer than half of customer interactions.

“We want to better understand what the field is using, how they use it, and how we can get closer to a 90 or 100% usage,” says John Postley, senior associate director of content strategy and impact at Boehringer Ingelheim.

Applying AI with engagement as the goal, not just content creation, can help create the right material more efficiently and surface deeply contextual content with opportunities for the field to use it. Ultimately, the approach will activate information with the greatest impact in the moment of need.

**Read on** for Veeva Business Consulting’s analysis of content effectiveness and field usage.



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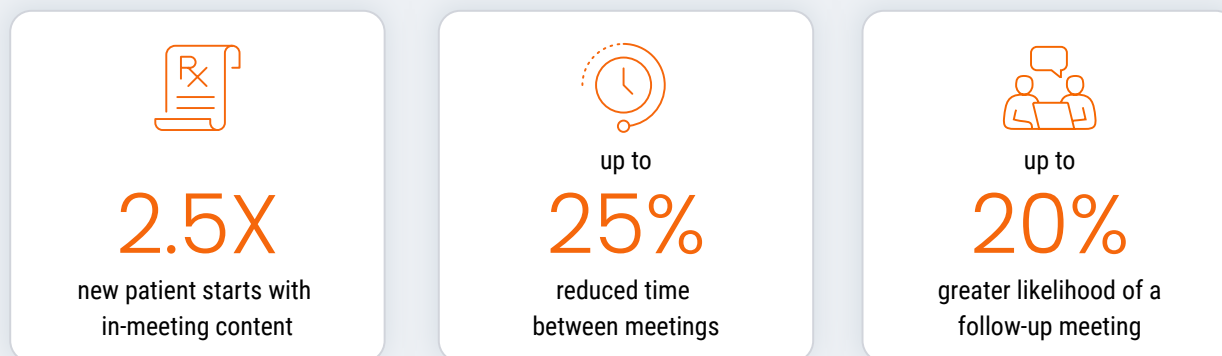
VP, Global Head of Business Consulting



## Despite doubling patient starts and improving access, content usage remains below 50%

Veeva Pulse Field Trends data since 2022 demonstrates that HCP engagements with shared content result in more than double the new patient treatment starts. Using the right content also extends conversations, moves customers along their journey, shortens the time between meetings by up to 25%, and increases the likelihood of a follow-up by up to 20% (Figure 1).

**Figure 1: Benefits of relevant and timely content-sharing**



Source: Veeva Pulse Field Trends data, Q4 2022 to Q1 2025

Despite the proven effectiveness, there is a clear disconnect between content creation strategies and field execution. Field teams continue to struggle to leverage content, using it in less than 50% of meetings. And nearly 80% of approved content is rarely or never shared with customers.<sup>1</sup>

**Figure 2: Percentage of engagements using content**



Source: Veeva Pulse Field Trends data, Q4 2022 to Q1 2025

<sup>1</sup> Veeva Pulse Field Trends Report, Q4 2023

## Engagement is the right metric, not content creation

**“Just because you can create more content doesn’t always mean you should. Your content strategy should be in service of your business goals. While personalized content can help achieve those goals, greater content volume is a side effect, not the goal.”**

— **Kara Hansen**, Director of Product Management, Content, and Digital Asset Management, Genentech

Improving the field team's experience	
	Reduce the time spent navigating a large content library to find relevant information
	Surface personalized messaging based on persona
	Build on prior engagements with the HCP organization-wide
	Suggest follow-up actions to extend the relationship

New technology, such as GenAI and review automation, has created buzz for its ability to create more content faster. Studies show AI could reduce content creation costs by 30-50% and accelerate production speed by more than 20%.<sup>2</sup> While this potential is impressive and will be helpful, biopharmas must focus their efforts on effective and practical content to avoid creating more noise for HCPs already contending with a great deal of information.

With prioritization on engagement use cases, AI can surface the most relevant assets in the moment of need to build on prior interactions with an HCP. AI can connect the dots across previous engagements and treatment inflection points to provide the context required to understand and deliver the most helpful information. Simply providing more content exacerbates the problem, as the typical engagement uses fewer than four slides.

Achieving these goals requires aligning the content strategy with field execution tactics. Feeding data and insights from the field to marketing can help refine the approach and inform the next creation round.

## Steps to stay focused on engagement

Organizations can take practical next steps to increase engagement with content. While AI has shown potential for creating content and orchestrating engagement, it requires alignment of people, processes, data, and capabilities to deliver personalization when it matters.

Key areas of continuous focus include:

- Establishing clear and measurable goals within AI investments that align to advancing HCPs along the customer journey
- Incentivizing behaviors that support connected engagement across sales, marketing, and medical
- Training the field with a focus on AI adoption that supports content engagement
- Using engagement and impact data to iterate content strategy and inform future creation

Connect with **Veeva Business Consulting** to learn how Veeva Pulse data can help ramp up field usage of your most impactful content.

<sup>2</sup> Generative AI in the pharmaceutical industry: Moving from hype to reality, McKinsey & Company, Jan. 2024