Brochure

Anthill Activator: Unlock the modular content potential of Veeva CRM.

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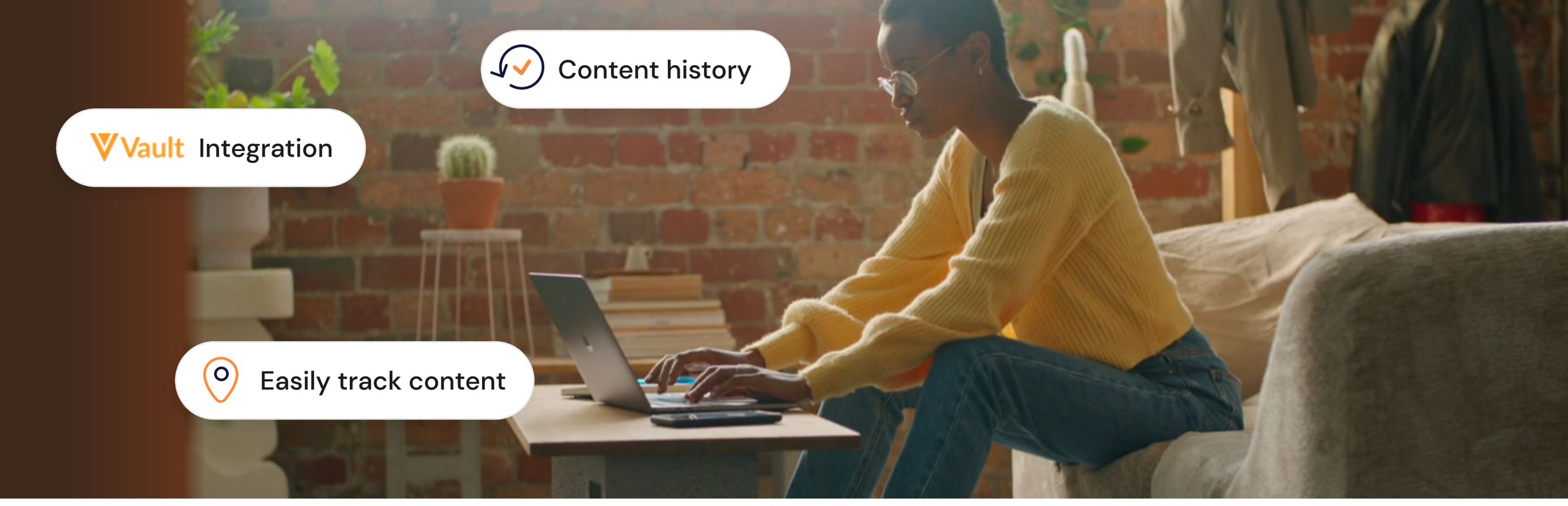

Pharma's long process of moving to digital engagement suddenly went into high gear as COVID restrictions prevented face-to-face HCP access. With digital strategies the only option, long-held omnichannel plans or small pilot projects were quickly implemented and at scale. Healthcare professionals changed too. According to the Doceree 100-day report, HCPs across various specialisations are now more open to digital interaction than ever before.[1]

Yet, while the marketing strategies changed, the content supply chain remained the same. The rapid implementation of digital marketing massively increased in the amount of digital content required. New engagement strategies, the expansion of existing channels, and the implementation of entirely new digital channels all require content. And the traditional content production is now struggling to cope.

Massive increase in digital content. As Veeva revealed, the volume of pharma content increased up to 60% last year[2] — putting companies' content supply chain and MLR under immense pressure.

Customer-centric content in demand. Deloitte emphasises the importance of patient centricity as the key driver of customer engagement and a more tailored experience.[3] This requirement for more targeted engagements further increases content demands as companies switch from one-message-for-all.

Slow content production. Ever-increasing demands strain a content supply chain never designed to cope with that production volume. The traditional system of developing 'master' content, gaining global MLR approval, then forwarding for localisation and local approvals for every asset is very difficult to scale up.

As many companies have discovered, they can't simply throw more resources at content production. The demands are now so high that the implied budget increases are unreasonable. And, even if it were affordable, the system can't cope with such an increase in content volume. Colleagues in MLR are already struggling to review and approve materials promptly. And affiliates are facing ever more content for localisation.

The answer is to change the system. 'Content excellence ' — redesigning the content supply chain to meet the realities of digital world — is now being applied by many companies to address these problems at a fundamental level. And chief within this approach is an entirely new form of content that enables faster asset production — modular content.

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Faster, easier asset creation with modular content

Modular content is a brand new approach to creating, approving, and localising promotional materials in pharma. Specifically, modular content means pre-approved blocks of content or ‘modules’. Each module includes everything needed to tell a complete mini-story, e.g. product claims, references, copy, graphics, and logos. Because everything is pre-prepared in this way, marketers can quickly assemble modules into assets in multiple channels.

This way of working is made possible in the regulated pharma context because the main MLR approvals occur at the module level. Once approved, modules don’t require further reviews – just a light approval of each completed asset. If claim updates are required later, they can be applied at the module level rather than necessitating the recreation (and re-approval) of the entire asset.

In this way, modular content enables pharma companies to rethink their content supply chain. Instead of repeating the whole production process every time a new asset is required — masters, global MLR, localisation, local MLR — modular content enables a far more efficient way of working. Now pre-prepared modules can be rapidly and continually reassembled into as many marketing assets as are required. This efficiency shortens the production process and speeds up time-to-market.

Regular Content

- Designed for a specific asset
- Slow to produce & distribute
- Complex localisation
- Production volume limited
- Expensive
- Minor changes require full re-approval
- Siloed, disparate content versions
- Long MLR review cycle

Modular Content

- Reusable
- Faster time to market
- Easily localisable
- Scalable
- Cost-efficient
- Quick per-module approval
- Single source of truth with version control
- Faster MLR

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Modular content enables you to achieve more with your existing budgets.

You can increase the number of assets created, increase the frequency of HCP contact and explore the potential of new channels without exponentially increasing the resources required.

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Benefits of modular content

More content in less time. A lengthy planning process, followed by inefficient content development and painstaking review cycles, doesn't meet the demands of today's marketing organisations. Modular content enables content production at both global and affiliate levels.

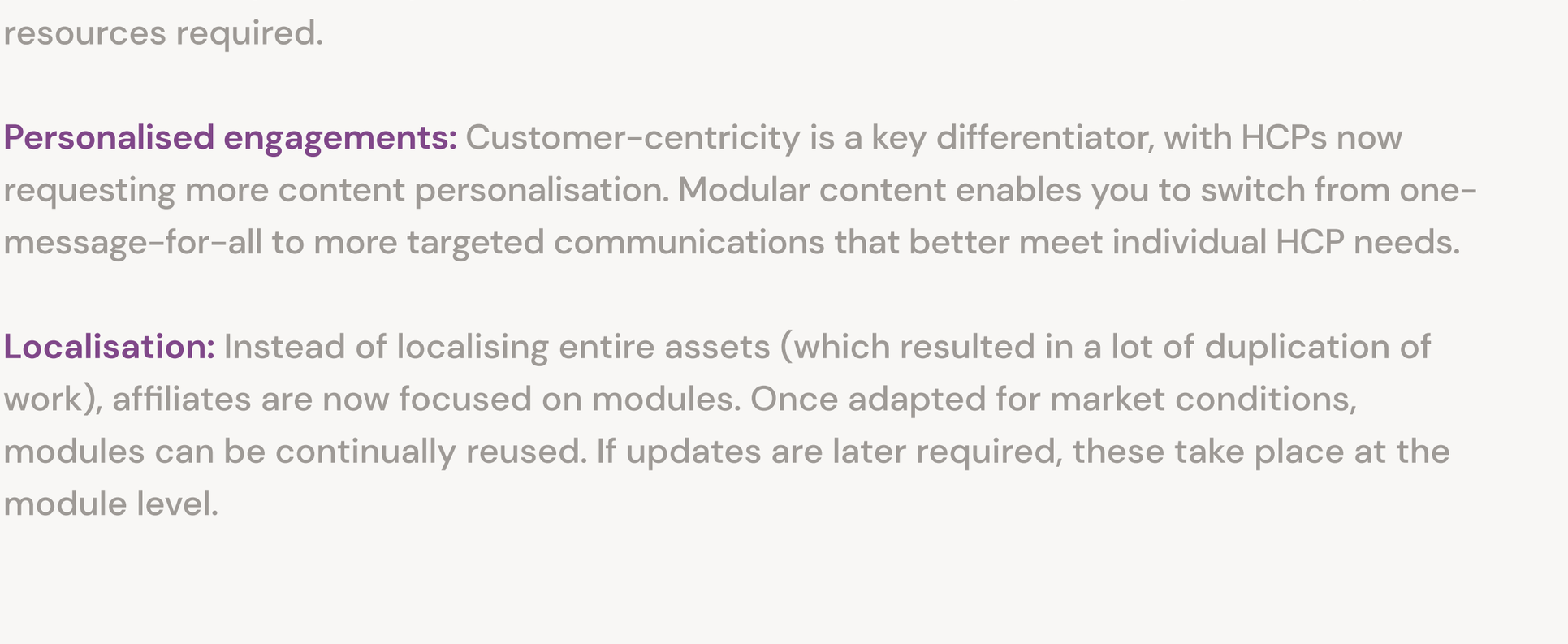
Efficient MLR. Modular content enables you to overcome the complexities of compliance reviews. It streamlines the process and makes it easier for colleagues in MLR because every module is fully referenced with a clear development history.

Content reusability: Once created and approved, modular content can be used as often as required. This not only enables faster asset production but also opens up new opportunities. 'Content hungry' strategies such as omnichannel engagement are now entirely feasible.

Cost-efficiency: Modular content enables you to achieve more with your existing budgets. You can increase the number of assets created, increase the frequency of HCP contact and explore the potential of new channels without exponentially increasing the resources required.

Personalised engagements: Customer-centricity is a key differentiator, with HCPs now requesting more content personalisation. Modular content enables you to switch from one-message-for-all to more targeted communications that better meet individual HCP needs.

Localisation: Instead of localising entire assets (which resulted in a lot of duplication of work), affiliates are now focused on modules. Once adapted for market conditions, modules can be continually reused. If updates are later required, these take place at the module level.



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Streamlining
Veeva modular content

Veeva made modular content a standard feature of PromoMats in 2021. This is expected to bring the concept to more companies and spark widespread adoption. The Veeva approach enables pharma to implement modular content with a highly-configurable solution — enabling companies to fine-tune the process to meet their specific needs.

One essential feature is the connection to the ‘core claims library’ that enables MLR to trace each module’s referencing in a very transparent way. Also important is the ability to set ‘lifecycles’, which indicate the approval status for every module and the ‘rulesets’ feature that enable you to define how each module will be used. For example, certain modules may always need to be used in combination with another module to ensure compliance. Rulesets enable you to ensure that this happens.

Technically, Veeva’s approach delivers what pharma companies need — providing the foundation to switch to modular content. You can then enhance this foundation with a ‘content authoring’ solution that makes Veeva’s modular content capabilities more accessible and far easier to use. Activator provides this in a way that is deeply integrated with Veeva Vault.

Activator connects to Veeva Vault, where your content remains secure throughout its lifecycle. Yet it displays this content right in Activator and enables you to quickly build assets like eDetailers, approved email and social media — drawing on your modular content library in an easy and intuitive way. You simply ‘pull in’ modules that are clearly displayed in the system and see the asset come together on screen as you build it. Activator also offers additional and unique MLR functionalities, such as providing a complete overview of approval status and content history for each content module to further speed approvals.

Intuitive user experience. Activator’s integration with Veeva Vault, ensures that content remains secure in Vault at all times. Activator then provides a great user experience, enabling people to manage all their content tasks from a single entry point.

Accelerated asset production. : Activator’s user interface provides an intuitive workspace where modular content can be quickly assembled into marketing assets. Lifecycles, rulesets, and approval status are all clearly displayed.

One solution for global, MLR and affiliates. : Activator provides a common platform for everyone at each stage of the content supply chain, with a set of tools that simplify content creation, editing, MLR, and localisation.

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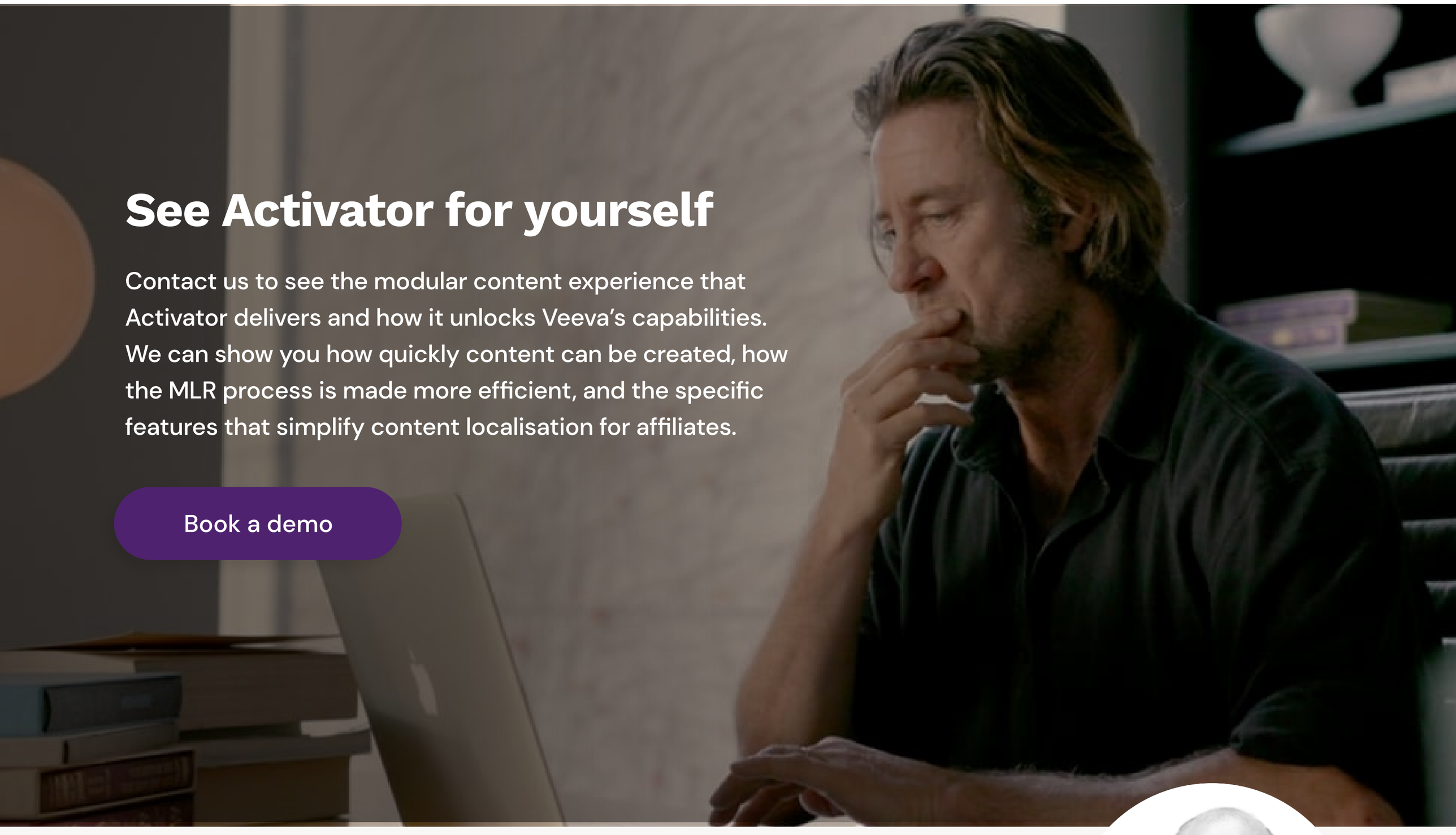
Efficient MLR review . Activator provides the clarity that MLR require, enabling them to see the entire content history for every module right within Activator. This, coupled with the referencing transparency, is a major time-saver that speeds content reviews and approvals.

Faster time to market: The improved user experience unlocks Veeva's potential for modular content, making it easy for companies to implement and for people to use on a daily basis. By streamlining the process, content reaches your customers even faster.



See Activator for yourself

Contact us to see the modular content experience that Activator delivers and how it unlocks Veeva's capabilities. We can show you how quickly content can be created, how the MLR process is made more efficient, and the specific features that simplify content localisation for affiliates.

Book a demo

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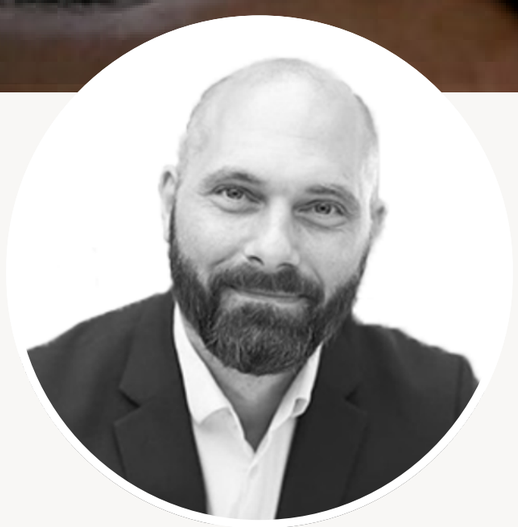
Partner with us

Looking to get more from digital in your organisation? Work with an experienced partner who understands the technology, the content, and the human factors that determine success.



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Sources

1. **Doceree 100 Day Report:** Changing landscape of physician digital marketing amid COVID-19
2. **Veeva:** The Journey to a global modular content strategy — lessons learned from a top 10 pharma
3. **Deloitte Insights:** Striving to become more patient-centric in life sciences — What it really takes to optimize patient trust and health outcomes