



# Veeva Vault PromoMats

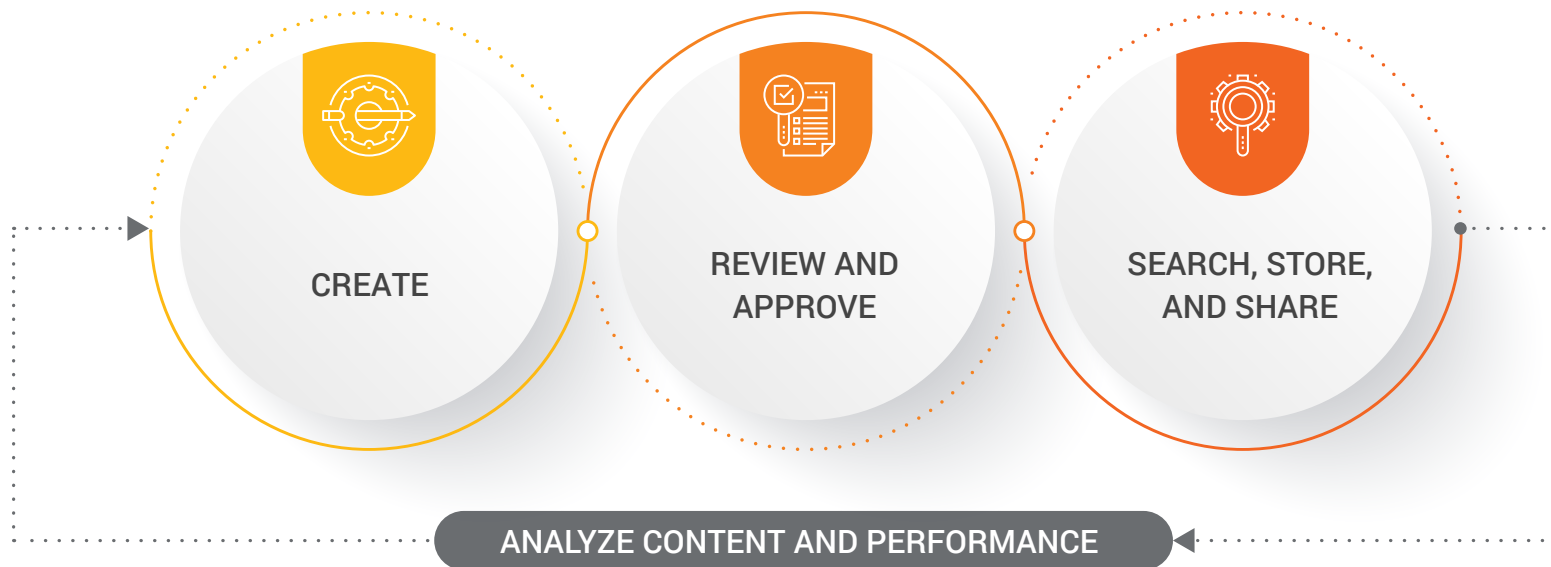
**LATEST INNOVATIONS**

# Overview

Biopharma companies face ever-present external pressures to execute rapid, successful launches at a greater scale. This rapid commercialization necessitates producing more content, faster.

Vault PromoMats is always evolving to meet these distinct needs and challenges. It speeds compliant content at scale with modular content, review and approval, and digital asset management capabilities.

Read on for highlights from the more than 60 new Vault PromoMats innovations released in 2023 – all designed to help you get to market faster in 2024 and beyond.



# Create



Reviewers can now **see when content is pre-approved**, with easier access to view the approved modules from which the content was created.

## MODULAR CONTENT

Create digital content at scale by choosing from a library of pre-approved, channel-agnostic content modules. Reviewers can quickly identify which assets require review, making the approval process more efficient. Discover innovations in modular content that provide a more streamlined end-to-end experience.

### Simplify content creation with modular content's new look

The process of creating, editing, and viewing a Content Module is easier than ever with the new, intuitive modular content user interface.

The screenshot displays the Veeva Modular Content interface. On the left, a sidebar shows a list of assets categorized by Claims (2) and Images (1). The main area shows a detailed view of a '25.2% median PFS graphic' (Approved for Use - v2.0). The graphic is a Kaplan-Meier survival plot comparing 'Nateviba' and 'Chemotherapy' over 36 months. A callout indicates a '45% reduction in risk of progression' for Nateviba. A metadata panel on the right shows details for the asset, including its name (ASSET-000002), type (Image), lifecycle state (Available), and a 'Must Use' checkbox.

Time (Month)	Nateviba Survival Probability	Chemotherapy Survival Probability
0	1.00	1.00
12	~0.85	~0.75
24	~0.65	~0.55
36	~0.55	~0.45

Easily and quickly download all assets within a module for marketers and agencies to design the asset.

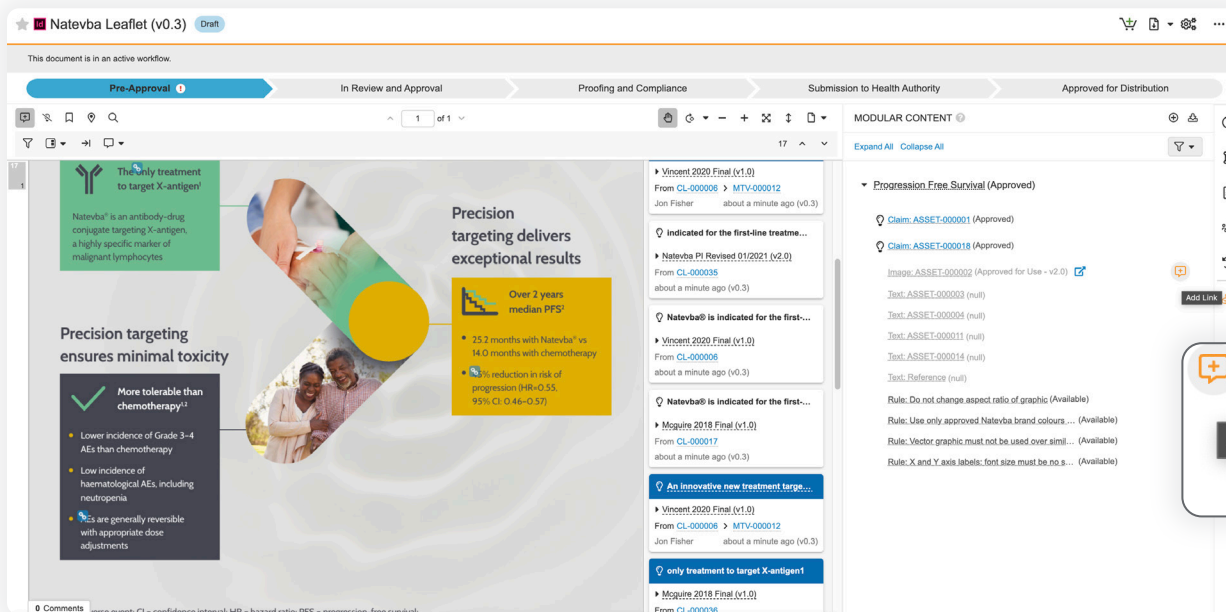
# Create

The user interface includes different section cards for Claims, Reusable Text, and Images to display each corresponding Content Module Asset. Users can click on the card to see a quick view of the Content Module Asset without navigating away from the page. This makes it easier to see which assets are in each section of the module and compare them against their corresponding assets.

You can also edit Content Module Assets in the quick view panel and reorder cards by dragging and dropping them into place within their section. Editors can easily group assets within a section together to assist with asset placement within a template when authoring content.

## Link all your Content Module Assets for easier tracking and faster review

Easily ensure all your promotional content is linked to the approved Content Modules. Users can now create a link annotation to a claim or module asset directly from the Modular Content Document Info Panel, which simplifies the process of linking Content Module Assets to areas within the promotional material that were not automatically linked, like images.



Content Module Assets not identified with Enhanced Suggest Links now have an 'Add Link' action next to them that brings you directly into the add link annotation mode.

Add Link

# Review & Approve

## QUICK TIP

Users can now **right-click** anywhere within a document to **leave a comment or annotation**, copy text, and more.



## MEDICAL, LEGAL, AND REGULATORY REVIEW

Speed compliant content review and measure performance for more personalized outreach. Enhanced industry-specific workflows help keep your content speedy and on-track.

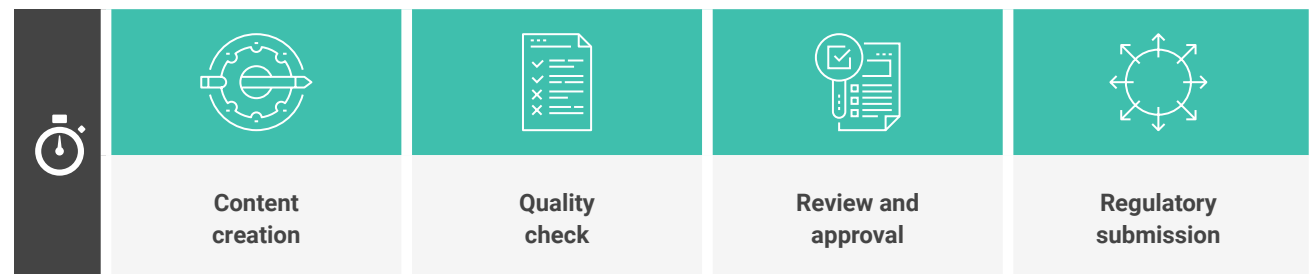
### Automate claim substantiation

Manually searching for and linking references to claims within content is time consuming for marketers and agencies. A built-in claims library speeds this process, while reducing the administrative burden and risk of managing claims across countries, channels, and assets.

Suggest Links pulls from the claims library and automatically creates reference links within a document by recognizing the claims included in the document. This not only speeds prep and review timelines, but also ensures content creators are using consistent messages that have already been vetted and approved. The new **Enhanced Suggest Links** feature is even more flexible, with improved text recognition, in how it searches for and links claims – meaning you'll have more suggested annotations and matches, more time, and more compliance peace of mind.

### Track and measure content lifecycle with more specificity

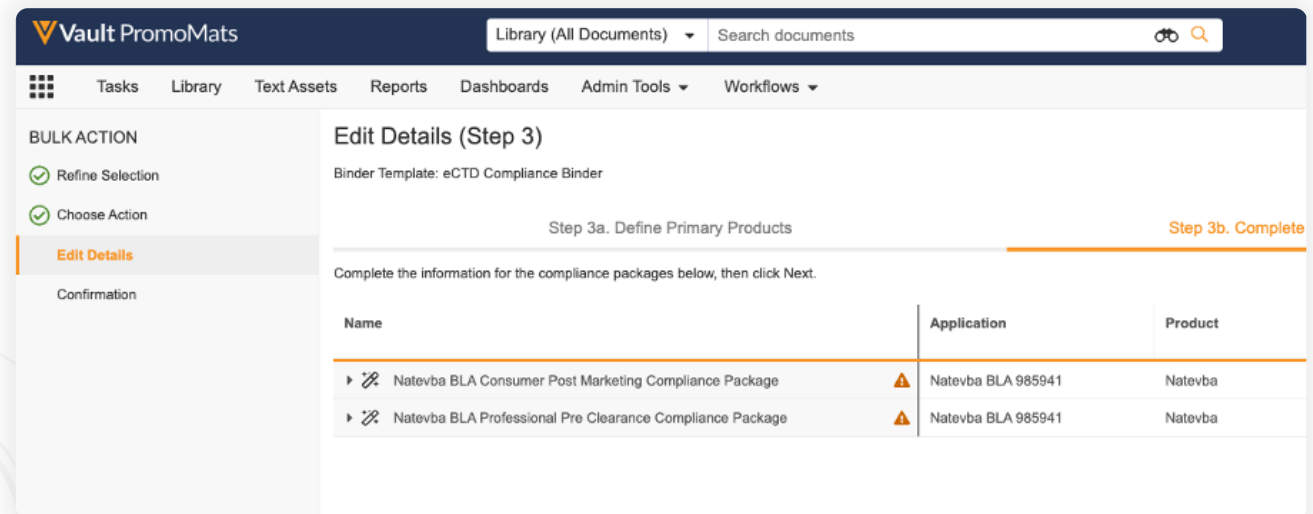
Streamlining your MLR process and identifying internal bottlenecks is vital for increasing speed to market and ensuring content personalization. Updates to **Standard Metric Track Duration** will allow you to measure your own timelines while comparing your content lifecycle to industry peers by associating a document lifecycle state into four standard business processes:



# Review & Approve

## Maintain compliance at scale with eCTD enhancements

Quickly generate compliance packages by bulk-filling the submission dates. You can also reduce repetitive tasks for compliance teams and create multiple eCTD Compliance Packages simultaneously using eCTD Bulk Submissions, a new action in the 'Generate Compliance Package' section.



The screenshot displays the Vault PromoMats interface. The top navigation bar includes 'Library (All Documents)' and a search field. The main menu contains 'Tasks', 'Library', 'Text Assets', 'Reports', 'Dashboards', 'Admin Tools', and 'Workflows'. The left sidebar shows a 'BULK ACTION' menu with options: 'Refine Selection', 'Choose Action', 'Edit Details' (highlighted), and 'Confirmation'. The main content area is titled 'Edit Details (Step 3)' and shows 'Binder Template: eCTD Compliance Binder'. A progress bar indicates 'Step 3a. Define Primary Products' is active, while 'Step 3b. Complete' is finished. Below the progress bar, a table lists compliance packages with columns for Name, Application, and Product.

Name	Application	Product
▶ Natevba BLA Consumer Post Marketing Compliance Package	⚠ Natevba BLA 985941	Natevba
▶ Natevba BLA Professional Pre Clearance Compliance Package	⚠ Natevba BLA 985941	Natevba

# Search, Store, and Share

## DIGITAL ASSET MANAGEMENT

Vault PromoMats DAM provides a single solution to store, search, and share compliant content. Built for life sciences, it is an intuitive, organized, and capable platform to meet the needs of any content library – through content creation, MLR, publication, and storage.

### Find content faster with the new Brand Portal interface

As a storefront for your brand, the redesigned Brand Portal provides a simpler interface to help you navigate with ease. The modernized look and feel provides a more intuitive experience allowing users to find their content quicker, making it easier to share and reuse materials across tactics and agencies.

Determine the right mix of custom and system-generated widgets, including the new Portal Selector Page that allows you to filter and favorite relevant Portals.

The screenshot displays the Natevba Brand Portal interface. At the top, there is a search bar labeled "Search Portal Library" and navigation icons for a shopping cart, notifications, and user profile. The main header features the text "Natevba® (vevasumab): Precision targeting in XA+ non-Hodgkin's lymphoma" over a background image of a couple. Below the header is a "Natevba Speaker Deck" section. The "Favorites" section includes filters for ASCO, Global Videos, Content Modules, Photos, Promotional Materials, Web Content, and Videos, along with a "For Health Care Providers" link. The "Announcements" section shows two posts: one from Candace Zetter dated 2/22/2023 3:00 PM EST regarding ASCO materials, and another from Candace Zetter dated 4/1/2021 1:30 PM EDT regarding Natevba's approval. The "Featured Items" section is currently empty, with a note stating "Natevba's latest and greatest content can be found below. For field teams: please view the below documents to distribute to HCP's across the globe." Below this are five document thumbnails, including one titled "NATEVBA® (vevaSUMAB) DRUG AND THERAPY AREA INFORMATION".

Find double the number of Content Filters and the ability to customize the order in which documents display in Custom Document Widgets.

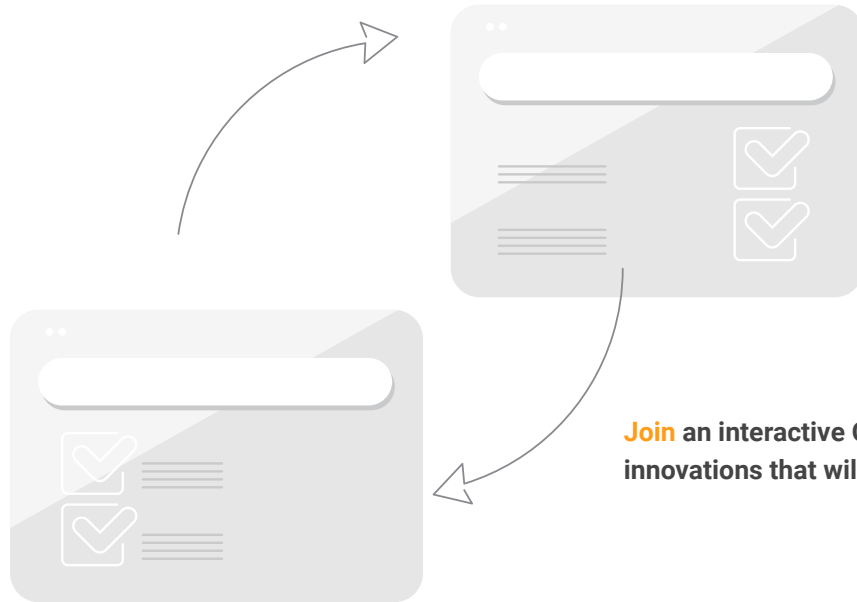
# Search, Store, and Share

## QUICK TIP

Simplify video reviews with the creation of viewable renditions for video files up to 100GB, a significant increase from the previous 4GB limit.

## Share better content with review teams, faster

Streamline the process for getting content to Veeva CLM and rapidly equip field teams with the latest content. **Auto-Publishing for CLM** now supports embedded videos in PPTX presentations, which allows for faster content review with all assets in one place – and a more robust, enriching customer experience.



Join an interactive Q&A session on Thursday, February 8 to learn more about the latest commercial content innovations that will help you get to market faster.

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