

## 5 AI and Process Innovations Transforming MLR

Personalized content is a proven **sales accelerator**, driving meaningful customer interactions and boosting patient treatment starts. But rising demands for personalization challenge content teams. Trying to keep pace using traditional review and approval processes drains value from content production, especially in the medical, legal, and regulatory (MLR) role.

Global pharma spends approximately

**\$30B**

on content per year<sup>1</sup>



**7%**

increase in global content creation<sup>2</sup>

**29%**

increase in U.S. content creation<sup>2</sup>

**25k+**

new pieces of CLM content to CRM each week<sup>3</sup>

**77%**

of field content is rarely or never used<sup>4</sup>

<sup>1</sup>Healthgrades 2024 Outlook: Pharma Marketing Trends to Watch

<sup>2</sup>Veeva Content Benchmark data for U.S., 2023

<sup>3</sup>Veeva Vault PromoMats

<sup>4</sup>Veeva Pulse Fields Trends, 2023

More and faster product launches and evolving HCP content preferences require an evolution of the content supply chain, starting with transformation of the MLR role. By eliminating repetitive, manual, and administrative tasks, these highly skilled professionals can focus on their areas of expertise and safeguard compliance.



*If you want your content to get out quickly and efficiently, companies need to view MLR as a business issue and be invested in trying to solve that.*

Dr. Samin Saeed, Vice President, Early Assets Medical, GSK

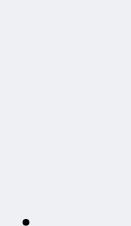
AI promises to help MLR teams accelerate compliant content, but it is one lever. Coupled with process innovations across the content cycle, AI can deliver immediate value, such as significant productivity and efficiency gains, to:



Improve content quality and compliance to avoid costly mistakes



Enhance reviewer experience by reducing repetitive, administrative, and manual tasks



Focus reviewer attention on higher-risk content

Five technology and process advancements in **Veeva PromoMats** — including **Veeva AI** — are transforming MLR and adding tangible value.

### Use 5 tools to support MLR transformation

#### 01 Industry-specific AI

Quick Check Agent, Claims Agent, and Medical Review Agent are examples of Veeva AI embedded in the content lifecycle and capable of delivering content that's '90% of the way there.'

#### 02 Claims management and harvesting

Digital tools auto-link approved claims to references in a central library, removing 90% of manual work. Claims harvesting creates claims from link annotations on steady-state documents for easier library maintenance.

#### 03 Content reuse

Once approved, content modules are ready for use in various assets and multiple channels, creating more personalized customer experiences and reducing the volume of unused content.

#### 04 Tier-based review

This system categorizes content by risk level. Business rules move a large percentage of content through streamlined tiers compliantly and efficiently, limiting the roles involved and freeing resources to focus on high-value, higher-risk material.

#### 05 Content similarity

Using keywords and images, this feature scores the similarity of documents and identifies duplicate material, helping to efficiently review derivative content during MLR. Comparing derivative content with scoring helps reviewers prioritize where to spend time.

PromoMats is invested in all aspects of content, adding significant value with continuous innovation. Veeva AI and essential process advancements help reviewers, marketers, brand teams/agency partners, and marketing operations teams collaborate to create faster, more compliant, personalized content for HCPs as volume grows.

Be among the first to explore the potential of **AI in MLR review** in **PromoMats**.