

Commercial Content Trends Shaping the Future of HCP Engagement

2021 Veeva Pulse Content Metrics Report

Executive Summary: Content Fuels the Engagement Engine

Life sciences companies are under increasing pressure to deliver personalized and compliant content to healthcare professionals (HCPs). Virtual interactions between reps and HCPs increased sixfold between January and December 2020, while virtual meetings extended their duration by a factor of six.¹ With longer HCP meetings and more rep-sent email comes the need for marketers to create more content faster.

However, this growing focus on content goes beyond doing more with less. Empowering one-on-one digital engagement requires richer and more personalized promotional materials. With HCPs' expectations and channel preferences only growing, commercial teams must adapt continuously to customer needs with more dynamic content.

Veeva Pulse Content Metrics provide insight into how new digital trends are unfolding and how they're impacting the commercial content landscape. With lessons learned from some of the world's leading life sciences companies, this report highlights the latest developments in content creation and consumption.

DIGITAL ENGAGEMENT REQUIRES MORE CONTENT FASTER



3.5x

more digital content vs print



53%

of digital content is e-detail aids, emails, and training materials



21

days to approval



74%

of digital content with only one review cycle

¹ Emerging Trends in Global HCP Engagement: 2021 Veeva Global Pulse Report

About Veeva Pulse Content Metrics

Benchmarking leads to superior business performance, helping companies understand where they have room to grow through objective industry metrics. Veeva Pulse Content Metrics provide the first and only industry benchmark for commercial content performance based on real-world, anonymized data collected across 350+ global pharma companies.

This report refers to data collected from November 2020 through January 2021. Veeva PromoMats customers have access to quarterly updates that allow them to explore the latest trends in commercial content and compare their performance against the industry benchmark. In addition, Veeva Business Consulting can also provide customer-specific analytics based on monthly data.

Growing demand for digital content

The volume of content managed in Veeva PromoMats² nearly tripled since 2018, representing a 70% Compound Average Growth Rate (CAGR). This growth highlights two market trends.

First, companies need more content to drive deeper digital engagement, as evidenced by another Veeva Pulse Metric: 80% of virtual meetings with HCPs use pre-approved content compared to only 30% of in-person calls.

The growth also reflects companies' progress in their ability to streamline the end-to-end content life cycle. They increasingly use Veeva PromoMats as their one-stop shop to design, review, reuse, and distribute content more efficiently. Furthermore, it also provides a starting point to track usage and benchmark process performance for continuous improvement.

THE URGENT NEED FOR SCALING CONTENT



ACTION PLAN



Consider adopting a modular content strategy to efficiently create highly personalized, commercial content for increased HCP digital engagement. While traditional content strategies rely on assets produced from scratch, a modular approach reassembles existing, pre-approved content blocks or 'modules' for use in different channels and regions. More content can be created and pre-approved faster and at scale, helping reduce the medical, legal, and regulatory (MLR) review bottleneck.

² Veeva PromoMats is the leading solution for compliant promotional materials and digital asset management in the life sciences industry

Lessons learned from Merck

"Meaningful HCP engagement in today's time requires more personalized content, and the sheer increase in volume mandates new ways of working across geographies and functions of an organization. We were fortunate to build most of the toolsets before the pandemic hit us, but what we saw in 2020 was a dramatic shift in mindset.

Although we launched modular content a couple of years back, appreciating its true value started only recently. Armed with executive sponsorship, many of our marketers and reviewers experimented with this new way of building and approving content, moving from a traditional sequential process towards agile teamwork and shorter cycle times.

People do not resist change; they resist being changed. Change management has been pivotal to help people break away from age-old practices. Providing visibility around the efficiency metrics of the content value chain and content repurposing has been a driving force. It provided benchmarks and fueled a healthy competition where people took notice and started acting."



Anirban Dutta Chowdhury
Director & Lead
Global Content Operations



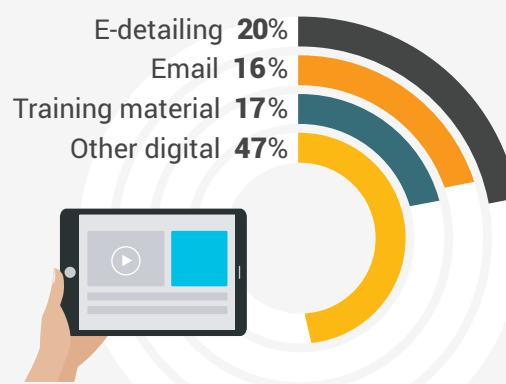
Not all content is created equal

Veeva Pulse data reveals that companies are producing 3.5 times more digital content than print materials. This finding highlights the growth of digital marketing content for one-to-many interactions such as websites, web banners, paid search, social, and videos.

In addition, more than half of the digital content focuses on detail aids, emails, and training—all relevant for operating and engaging in a more digital and personalized way.

Monitoring those trends continuously is essential to identifying the content that matters most. Companies should take a bespoke approach to understand their context and compare performance against the industry benchmark.

E-DETAILING, APPROVED EMAILS, AND TRAINING MATERIAL MAKE THE MAJORITY OF DIGITAL CONTENT





ACTION PLAN

Benchmark your performance on content creation and approval, but also on utilization. A closed-loop marketing approach continuously tracks content usage and allows you to understand which materials resonate the most with HCPs across channels. These insights will ultimately drive your strategy and investments towards your most compelling content based on real-world evidence.

Lessons learned from Takeda

"With the rise of virtual events, video is where we've seen the most significant uptake, urging us to deliver events transcripts for approval before videos are recorded (unlike in-person meetings where transcripts reviews come later). It substantially impacted our review processes, forcing us to consider agile ways for content approval. Marketing also required more robust guidelines for virtual events, for example, while approving virtual booths.

Content reusability across channels is our biggest challenge. We are currently defining our guiding principles for omnichannel content. It requires strong collaboration between teams to meet their contrasting requirements. Marketing and commercial operations want a flexible set of messages and rules for their specific context and audience. Compliance teams, together with their health authorities counterparts, require more structured content. While framing the best practices to meet this challenge, we see the value of industry benchmarks and focus groups."



Karen Timmins
Head of Regulatory
Advertising & Promotion,
Global Regulatory Affairs

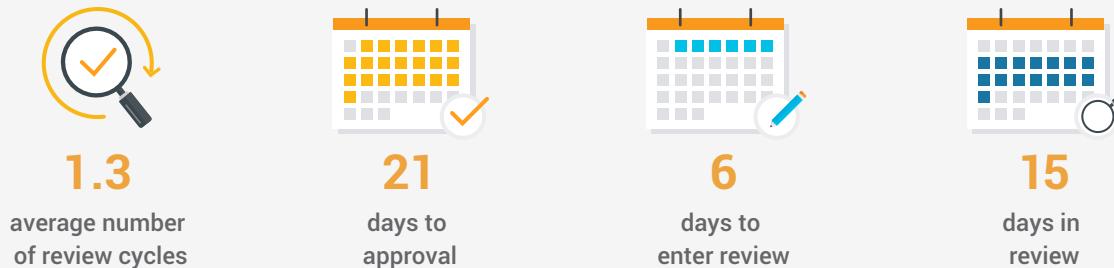


Shorter review cycles, but approval delays continue

In the areas of velocity and process efficiency, Veeva Pulse Content Metrics show that it takes three weeks, on average, to deliver content to market, from creation through approval for production. Typical delays occur while content is in a draft state (spending six days before review), followed by the actual review process itself, which takes an average of 15 days. Time for review can vary significantly by region, which shows the impact of health authority submissions when external approval is required.

These findings present a significant opportunity for companies to accelerate content reviews through standardized processes and software automation. Although the average piece of content goes through 1.3 review cycles and 74% of digital content is being approved in the first cycle, Veeva Pulse metrics pinpoint the need to explore potential bottlenecks further.

DESPITE REDUCED REVIEW CYCLES, APPROVAL DELAYS REMAIN HIGH



In that respect, the benchmark highlights significant differences across content types. Event material and corporate communication get approved the fastest, suggesting that the industry has reached a good level of maturity for managing those assets. Rich content, such as websites, web banners, or videos, are on the other extreme, with longer delays and review cycles.

One surprising result is the minimal difference in time to approval of print versus digital content. With a content volume that almost tripled over the last three years, companies succeeded in producing enough relevant content to power digital engagement success. But the benchmark suggests that they use the same approach with digital content types as with traditional materials—and this calls for more transformative ways to deliver digital content with an increased speed to market.

THE OPPORTUNITY TO ACCELERATE
APPROVAL TIME FOR DIGITAL CONTENT

ACTION PLAN



One way to accelerate content approval is through a risk-based MLR approach—one that allows you to allocate your resources more efficiently and establish a more flexible set of processes based on the nature of risk. Another improvement opportunity is to create a centralized library for reference documents and claims. Artificial intelligence and automation can also reduce administrative burden and risk for commercial content referencing. Finally, consider electronic submissions for health authorities' approval when applicable. It will allow you to create digital submissions faster while reinforcing compliance.

Lessons learned from Norgine

"Over the last 16 months, we streamlined our approval process, focusing on process simplification and reducing the number of stakeholders where possible. In doing so, we reduced our review and approval time and opened opportunities for continuous process improvement.

Setting a common set of metrics that can objectively measure process performance and highlight improvement opportunities is critical but by no means an easy task. This is where Veeva Pulse Content Metrics is useful. They provide a baseline to help us understand the variations by markets across our medicines and medical devices. We can then monitor where we stand in the industry benchmark and spot opportunities for improvement.

There is also a community effect that allows us to connect with industry peers and share ideas and best practices. I find that being a part of the Veeva community, coupled with the use of standard metrics, is instrumental in shaping the future of our individual and collective efforts regarding copy approval."



Agnes Keltie
Compliance Manager,
Global Medical Affairs



Conclusion

Digital channels are disrupting the way companies plan, create, review, approve, distribute, and measure content. Veeva Pulse Content Metrics capture the latest market trends to help companies achieve more efficient and effective content management. More importantly, it enables faster decision-making to pivot campaigns, content, and messaging against evolving customer needs.

To learn how you can improve your content performance, visit www.veeva.com/business-consulting. If you're a current Veeva PromoMats customer, contact your CSM or key representative to get a personalized view of this benchmark.

ASSESSING YOUR CONTENT PERFORMANCE AGAINST THE INDUSTRY BENCHMARK (FICTITIOUS EXAMPLE)

