

Navigating through Promotional Materials Management

Life sciences companies face huge costs, time constraints and rigorous regulatory requirements when bringing products to market.

Large scale marketing campaigns involve waves of information, in a multitude of formats, that need to be shared globally and accessed by various partner agencies, in real time. Managing these materials has proven challenging and costly. With the demands of new marketing channels, increased product competition and the desire for shared product or therapeutic information, organizations need to ensure that accurate and relevant materials are reaching the healthcare industry as quickly as possible.

A wave of challenges

The life sciences industry faces significant challenges getting quality materials to market quickly in order to remain competitive in the marketplace. Time-consuming medical and legal review processes, complex workflows, version control of assets across brands, therapeutic areas and countries present significant costs in both time and resources. Resources cut back recently leaving internal teams to do more with less and adding to time constraints.

Resolving these challenges can provide immediate value to organizations. Because of the number of areas to address, a resolution seems daunting. The medical and legal review process is cyclical and regulated by varying governments, regulations change frequently, third-parties often complicate access to materials and the end-to-end workflow requires many touch points, creating process bottlenecks and potential compliance risks. Increased budget pressures require that these challenges be addressed.

Agencies spend \$100-150K annually revising non-compliant materials costing brands more than \$1million annually.¹

¹ PRT Efficiency-Turbo Charging Commercial and Compliance Effectiveness, SlideShare, Center for Communications Compliance

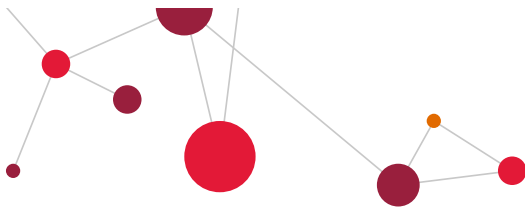


Experience the commitment®



ROUGH SEAS

- The evolution of digital technology has moved marketing from a simple paper based solution to broadly used materials across multiple channels and devices.
- Organizations invest large amounts of time, money and resources to avoid risk through a thorough, but cumbersome, medical/legal review process.
- Revising materials, due to review board recommendations, regulation changes, or expanded marketing campaigns, requires a team of Industry best practice operating procedures from strategic roadmap development through design and implementation resources, collaborating through the design, development, re-review and distribution.
- Life sciences marketing materials require accurate claims, back by verifiable and approved references. Managing references in materials is time consuming, as references need to be linked, tracked and updated per document, many documents requiring multiple links. This is a resource intensive and time consuming task, when centrally managed.



How this needs to change

Managing marketing materials efficiently and effectively is critical to improve time to market, reduce resources, cost, and compliance risks.

Combining the right technology with a refined business process and strategy will enable the technology to work for the business. The combination needs to be adaptable to compliance changes, easily maintained and responsive.

Additionally, the ability to share content and manage references and claims, through the right processes and technology, helps define the path to simplification and savings.

So what does the future of content management systems look like? The answer may be in the cloud.

Content management systems, utilizing cloud based software, can address many of the challenges in the management of promotional materials. These systems are flexible, continually evolving, easily maintained and can quickly meet the changing needs of business and government regulations with the ability to manage administrative privileges to accommodate local requirements. They provide **one solution, one version and one security strategy** that can be managed and shared globally.

How can we help?

An effective, sustainable content management system, paired with a solid organizational and process strategy is the key to simplifying the management of promotional materials.

Our team of experts has deep experience in end to end content management and governance. They specialize in implementing the strategy and solutions for managing, harvesting and protecting information assets and promotional content.

CGI can help in both new implementations and migrations from legacy systems.

- Analyze current process workflow and technical capabilities
- Develop business solution strategy for a streamlined process
- Conceptualize technical enablement options
- Leverage electronic content management solutions delivered in the cloud
- Assess and select vendors which best meet the business process and organization structure
- Provide key expertise during construction and digital enablement
- Deliver value by optimizing your processes, eliminating bottlenecks and reducing errors and costs

ABOUT CGI

Founded in 1976, CGI is one of the world's largest IT and business consulting services firms, helping clients achieve their goals, including becoming customer-centric digital organizations.

For more information about CGI, visit cgi.com, or email us at info@cgi.com.

cgi.com

© 2018 CGI GROUP INC.