

Thinking Digital: Managing Compliance in the Connected Landscape



Digital media dominates in the life sciences marketing arena. Today, traditional analogue promotional tactics are increasingly being displaced by new, dynamic and constantly evolving digital strategies.

The shift has been driven by the mobilisation of technology and the rise of the internet, creating an increasingly 'digitally native' generation that is connected at all times by mobile and social platforms. The open availability of data on the internet, and the increase of patient dialogue on social media channels, have changed the way the public engages with the medical world around them, while driving expectations in the way the pharmaceutical industry must respond and deliver their communications to the world. Today, the patient demands more interactive, two-way dialogue with life science companies about the efficacy, heredity and quality of their products.

The Industry Challenge

This has led to a series of step changes in pharmaceutical marketing. First, as the marketplace has changed, companies must now seek to engage more fully and directly with the patient on digital channels; creating a wave of new challenges in managing effective, purposeful and above all strategic content marketing and outreach programmes. Additionally, managing compliance in this setting has become increasingly complex. The cadence of messaging has accelerated dramatically and the digital supply chain now also incorporates a wealth of relatively expensive rich media and multi-platform assets that must nevertheless continue to meet appropriate regulatory guidelines if they are to adhere to industry standards. Finally, the explosion in digital marketing is also coupled with an increased preference for international brand alignment and cost savings achieved through re-use. This has led to an increase in globalisation of campaigns, where marketing assets are now being shared, distributed and re-purposed widely across international locations, each with their own regulatory backdrop that may

ultimately change the legal requirements of the asset.

The regulatory backdrop that influences the global life sciences environment continues to be necessarily stringent and complex, as governing bodies around the world work to ensure promotional content and claims distributed via digital platforms, such as websites, social media and apps, are subject to the appropriate local scrutiny and control.

Recent industry figures have shown that a majority of marketing executives recognise that digital outreach to customers is a top-ten company priority. As such, the market challenge has moved on, and marketing materials and content now require a very different management process than they did ten years ago.

Marketing and commercial professionals need to ingrain new tools and processes into their business model to meet this head on. Companies must seek to fully align digital and social marketing with their global business goals, and ensure that accelerated compliance capabilities are embedded at the heart of digital customer engagement and outreach programmes from the outset. By doing so, companies can manage to seamlessly integrate digital asset management into their workflows. This will, in turn, deliver significant ROI as the embedded time and resources invested in the development and approval of digital content will be significantly reduced.

To realise the cost savings that effective digital asset management (DAM) can deliver, companies must first understand the digital supply chain fully. Ultimately, the principles of good digital asset management and librarianship need to be fully embraced to help deliver effective and timely marketing tactics that are not only engaging and creative, but also fully compliant.

The Digital Supply Chain

The digital supply chain encompasses multiple touch-points and includes all of the stakeholders and departments

involved with the creation, sharing and approval of digital content. It is important to remember that all departments that 'touch' a digital asset, at any stage in its lifecycle, will impact its potential time to market. Therefore, these departments will be an integral part of the digital asset management workflows from the onset of project delivery. This way all members will be unified and working towards an agreed set of objectives.

The digital supply chain in a pharmaceutical marketing setting is made up of the following:

Marketers:

The core delivery engine; marketers drive the project and act as a central information resource for other departments. Marketers will be the ones to set benchmarks for review and approval timeframes, and deliver all reporting and sharing.

Commercial managers:

Commercial managers act as facilitators and gatekeepers for any digital assets available for distribution, re-use and re-purposing.

Medical, legal and regulatory (MLR) team:

Responsible for gold standard compliance review, ensuring all promotional assets meet the guidelines of the country and market intended for distribution. The MLR team will have the most input at review and approval, and their buy-in to digital asset management workflows is essential if processes are to remain smooth and efficient.

Agency partners:

Responsible for creative and design concepts that are completed following the briefing stage. It is useful for life science companies to work closely with their agency partners to ensure that compliance objectives are outlined clearly at the concept creation stage to ensure quality from the outset.

Enabling a productive collaborative environment which effectively embraces and adds value to all of these functions

is central to effective acceleration of cost-effective tactics and, most importantly, compliant materials.

Managing Digital Assets in a Multi-channel World

Global life science companies have a tremendous opportunity to achieve more targeted brand alignment in such a collaborative environment by fully integrating a true digital asset management into their marketing workflows. This can be swiftly accomplished by using modern cloud-based software platforms, combined with specialised industry expertise in managing the compliant digital supply chain from creator to consumer.

The typical objectives and outcomes from a structured digital supply chain project are:

1. A reduction in the overhead costs associated with the development and adaption of marketing tactics. This is important as marginal gains in cost savings at all stage of the digital supply chain will soon leverage significant ROI for the operating company.
2. An established and unified end-to-end asset management ecosystem to manage and consolidate all assets across the supply chain.
3. High efficiency, quality and compliance in the development, approval, management and support of digital assets.
4. A decrease in the time and effort required for content to be approved, published and re-purposed through an approved operating model.
5. A collaborative environment where operations can enable and support the transformation of brand tactics into content that can be shared across multiple channels and markets.

A focus on these goals will guide the use of any software tools while ensuring the benefits for individual functions are holistic and implemented to support the total delivery of the asset.

Software solutions designed to meet the exact challenges as outlined above can assist the task force by providing secure access to assets at any stage of their development with clear and consistent methods for overseeing their review and approval.

A true DAM solution not only speeds up deployment to market by reducing iterations of review and approval, but will also facilitate dynamic content review of rich media video content by allowing reviewers to add commentary directly into the production suite, identifying precise timings where cuts or edits are needed. In this way a video-enhanced DAM can support a wide range of formats, helping MLR and production teams to quickly identify and agree on edits to video content in a 'live' manner. As a single source of truth, the DAM can also provide a quick shopping interface for assets for global affiliates to get a fast start on localised programmes whilst protecting and providing for appropriate intellectual and digital rights management. Finally the ROI is driven significantly by the re-use and re-purposing of content versus the need to generate brand new tactics.

Using Benchmarking for Measured Improvement

Impact analysis of campaigns is a key driver for re-purposing and re-use of assets. KPIs and metrics can be monitored over time, so the marketing and commercial organisations can measure impact and respond in a timely fashion at digital speed.

This is where the Vault PromoMats Reporting Suite offers excellent value to a delivery task force. The enhanced reporting flexibility offered through this system will enable collaborators to:

- Pin commentary to a dashboard, and share with other users
- Expose all data metrics to be utilised in reporting
- Design reports that can be scheduled to run automatically and be emailed out by the system
- Filter standard reports
- Enable all users to build custom reports using any metrics
- Manage the audit trail through print, social and internet channels

In this way companies can seek not only to reduce cycle time, but also reduce the number of cycles that assets undergo before delivery to market and measure the percentage of sharing, from region to region, and across departments, re-purposing content where possible, ultimately making savings when volume of sharing is higher.

Digital is Now

The relevance of digital marketing is only set to grow as companies across the globe are increasingly using digital media and social channels to engage with their audiences. It is clear that companies need to ensure they make big gains in their use of digital positioning to maximise their outreach and engagement programmes by delivering material consistently across multiple channels while making more personalised and targeted offers available online.

As global regulatory bodies continue to tighten up their governance of the pharmaceutical marketing landscape, it is crucial for life science companies to invest now in their digital workflows so that fully complaint materials can be delivered on time and on budget.

The only realistic solution to managing this effectively is to deploy a specialised industry digital supply chain solution that delivers effective and streamlined processes, leading to high quality digital content that is secure yet fully available to be re-purposed across the globe in a safe and compliant fashion.

The added value of investing in a specialised solution will be the inclusion of targeted benchmarking and metrics. This will drive a more informed analysis of the effectiveness of a DAM system and its management task force, giving vital insights into ROI and, where required, areas for making improvements in delivery timeframes – ultimately leading to tighter compliance of all digital assets.

To learn more about digital supply chain management in a life science setting, and how to approve and share digital assets effectively while gaining access to invaluable performance and benchmarking data, please contact Veeva/Zinc via our website: www.zinc-ahead.com.



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