

Digital Asset Management for Life Sciences Forum, Europe

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Questions & Answers

The Veeva logo is positioned at the bottom center of the slide. It features the word "veeva" in a white, lowercase, sans-serif font. The letter "v" is stylized with a downward-pointing triangle above it. The background of the slide is a teal gradient with a network of white lines and colored dots (red, yellow, blue) scattered across it.

A Global Prescription for an Integrated Digital Ecosystem

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Answered Live

Question	Answer
<i>Is there any MLR process for your globally created material prior to it being shared with local markets?</i>	Yes. We do have that. And it's always a debate whether they should be globally approved or they should just be made so that they make a local approval. Should it fall under the lowest common denominator or not? In general, we do run a LMR process so that we ensure what is created is doable also locally.
<i>Do you build global content for a specific market in mind? For example, do you build global content to UK and then people localize from there so it goes through a-</i>	No. There's never one story to this. It's always a little bit bespoke. But right now we are preparing for launch of a big brand, and we are working very closely with our US colleagues, our US affiliate, in building that master. So, the US version will also be the global master. But that will then be handed over to the local affiliates in Europe, which is the other part of the markets. And then, of course, they will need to do some local adaptations because what is done in the US might... There might be other opportunities there, for example, in the UK. But we don't build each of the global deliverables for each market. It is thought of as a global master.
<i>How is your SiteCore and Vault PromoMats instance integrated? Do you review your website pages in Vault PromoMats?</i>	It's not integrated technically, so it's PDF'd, and then run through Promo Mats. It's on our wishlist, but to do it... It is possible to do, but we are not there yet.

Answered Live

Question	Answer
<p><i>Is there any content re-use between SiteCore and the eDetail Content (Activator). Does PromoMats have a role in that?</i></p>	<p>Again, not directly. So we are yet using Promo Mats as the real digital asset management where each of the components in our ecosystem uses that. So, let's say an image or a fragment or something like that. It's not being used on cycle today. But of course, the same image, the creative, will be reused, but it's not the exact same file that is being used. So the answer is sort of no.</p>
<p><i>Have there been challenges in convincing your regions to use the global templates? How did you overcome this?</i></p>	<p>Oh, yes. That's a constant discussion, right? Where should the creative process lie? Who should do it, and where should the budgets and resources be? Should it be global or local or regional? I think we have a really good tone. So we talk well together in LEO Pharma. So I've really opened dialogues with our regional teams and the business cases tend to speak their own language. So if we can really show that it is more efficient than which I think I can now, based on all the things we've done, we have a lot of examples now, and that, that makes that conversation a lot easier, but we are not saying everything should be in global.</p> <p>I think that there's a lot of creativity out there. So it's also being able to reuse what is created either regionally or locally on the global platform. So if we all using the same platforms, it's easier to share. So let's say we all run the same website concept. Then if a great educational content piece is made or branding piece is made, then it's super easy to share them across the countries. So we are not trying to monopolize it.</p>

Answered Live

Question	Answer
<i>How open have agencies been to using Activator vs. their own platforms</i>	The question is really interesting because I actually thought that it would be a little complicated to ask agencies to work on an activator, but it turns out that once they get the training and they see how easy it is to use, they actually like to work with it because it takes out some of the tasks that are more repetitive for instance. So they can spend time on what's actually more interesting, creating the creative part of presentation instead of spending time on some of the repetitive tasks as inserting translations, et cetera. So I must say that it has been quite positive so far. Definitely.
<i>What process do you use for Website MLR Approval? Do you review the whole site or approve content separately? Do you do this in MS Word for ease of translation?</i>	That's a good question. I think for the global part of it. So that pre kind of global approval of a global concept, we would run it as a whole site through in PDF, but each market would probably have a different approach to it. So some markets would not necessarily have to approve everything every time. I don't know if that's what's in this question, but we tend to PDF the websites because then we have a static picture of what was approved and that's what LMR is most... We call the LMR not MLR. That's what they're most comfortable with, because then we can go back and forth on it. So, yeah, that's the best answer I can give here.

Unanswered Questions*

Question	Answer
<i>Do you also use VPM for your Medical Content?</i>	Yes.
<i>Does Activator provide direct HTML output? And if that's the case, could you get some reduction in agency cost?</i>	Activator uses HTML5. Currently it is only made for Veeva's iRep. Please contact Anthill for further information.
<i>Can you share the sort of time savings you see on the compliance review for websites since using SiteCore?</i>	We have not measured this. My intuition says we are not saving time on the compliance reviews. This is still run "the old way" with PDF print-out of the sites.
<i>Thank you for your presentation. I think the business success with your project has been very clear and congratulations with that. Were you also able to see any improvement in terms of customer engagement since building your ecosystem? How are you measuring that vs your content?</i>	We are at an early stage, the benefits have mostly been internal with cost and time savings. Going forward we will be able to measure better and compare. This has the potential to give insights that can benefit the end-user.

*Questions have been sent out to speakers, post-event

