

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. A white triangle is placed above the letter 'v'.

“Trace ‘n’ Track” A Roadmap for the Content Journey

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Answered Live

Question	Answer
<p><i>Where / When does your content journey start? Is it with campaign planning? OR when contents are uploaded?</i></p>	<p>Well, it's an entire change of the way of working. So it starts way before uploading into the system. What is important, the campaigns and the creation of the materials and then the upload in the system.</p>
<p><i>What is your vision on content tagging within Pharma.. Have you considered tags to identify content in the areas of e.g. tone of voice, scientific or emotional, and so on.</i></p>	<p>We are not there yet. But indeed, if you're going through, I would say more the CRM part of it, which is, of course, in a later stage. In that perspective, working from global to local becomes very important when it comes to tagging material or components in the system.</p>
<p><i>Do you have technical systems integration in place from Veeva to the Downstream systems/channels? Like the CRMS, Websites, etc.</i></p>	<p>Yes indeed, we have.</p>



Answered Live

Question	Answer
<p><i>If you had to re-do the program again, what would you do differently?</i></p>	<p>What I would definitely do, even if, as I mentioned, we had a very good cross functional team, but it all comes to understanding in the end, what an end-to-end solution really means. And automatically, even if you set up meetings to get everybody together, you put up a platform to get everything together. Nevertheless, there is such a siloed human mindset, people stay thinking in what is important for them.</p> <p>And that is something that eventually we should have started earlier to really explaining the big change from one platform to the other one and the big advantage that you have with this end-to-end solution.</p>
<p><i>How do you maintain the teams trained ? How are superusers been trained within the company?</i></p>	<p>So we have the set up, of course, when you start implementing the training and check that the right people have done the right training before they get access. Maintenance of training, a very small team is continuously working with the different material owners, material reviewers, to really keep them up to date if something is changing. They have continuous meetings where they have interactions to again, bring the content and the quality at a higher level. And this is the effective part of the continuous training.</p>



Unanswered Live*

Question	Answer
<i>Why is closing the loop on usage of material not possible yet? is this data alignment between VPM and CRM</i>	This is a process we are still working on.
<i>Do you think this trace and track system would work for compliance matters?</i>	What is important is to maintain compliance and compliant material along the complete system.
<i>Have you encountered any roadblocks/pushback in the implementation of this program, and if so, how did you manage it?</i>	Automatically, you encounter roadblocks and pushbacks. Important is to always work cross-functionally and making sure you have a good change management in place.

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

