

Veeva & U

Veeva PromoMats Webinar

Claims Management

as part of a Modular Content Strategy





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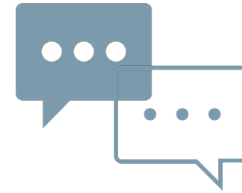
Webinar Housekeeping



Microphones will be **muted** throughout the webinar



Please use **Q&A** function to ask questions



Questions will be answered **at the end** of the presentation



Recording of this webinar will be **uploaded**

Agenda

1 Veeva & U Introduction

2 Effective Claims Management

3 Live Demo Claims & Auto-Linking

4 Best Practice & Key Takeaways

5 Q&A

Digital Engagement Is Here to Stay



86%

More Content Produced
compared to the past six months



+891%

Engage Meetings Started
19 minutes average meetings duration



+600%

Approved Emails Sent
37% average open rate

Drive Digital Excellence in Your Company

9,400+

Life Sciences Professionals

200+

Life Sciences Companies



Educational Webinars

Learn tips and tricks, best practices, and industry trends



Customer Exchanges

Collaborate and connect with commercial and medical colleagues



Local Community Forums

Explore local market trends and topics



Commercial and Medical Hub

Access resources and be the first to hear upcoming innovation



2022 Monthly Webinars – Digital Excellence

February 15th



Driving Digital
Excellence with
Multichannel Content

March 15th



Content Tagging
Strategy Execution

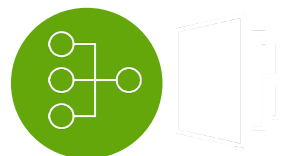
For details visit - <https://www.veeva.com/eu/commercial-hub/vault-promomats/>



The Journey to Creating Content at Scale

Modular Content

Strategic Activities



Modular Content
Planning



Global to Local
Modular Content Execution



Channel
Distribution

Foundational Activities



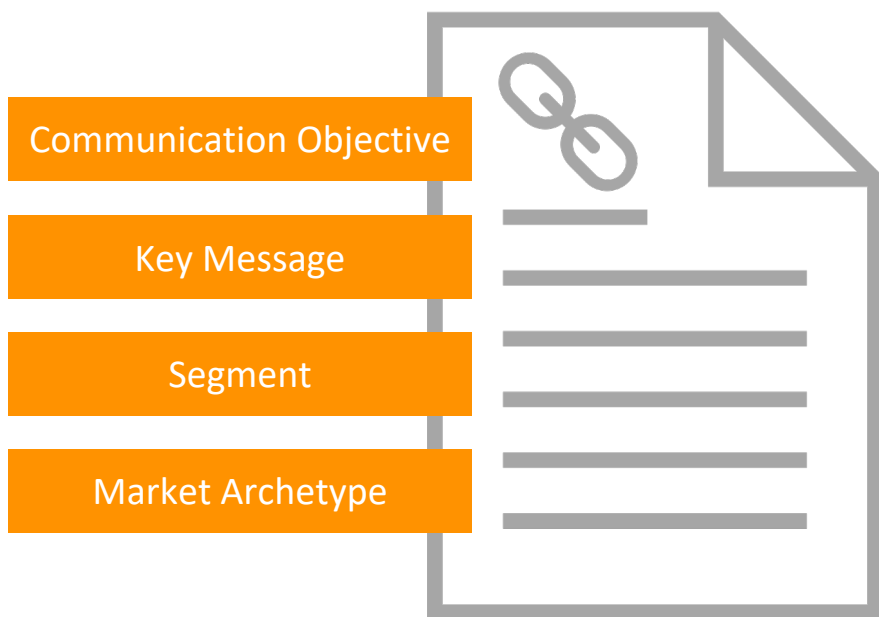
Digital Asset Management



Claims and Reference Library



Claims as part of a Modular Content Strategy



CREATE ONCE



USE EVERYWHERE





Benefits of Effective Claims Management

SPEED



Automate referencing process for faster MLR

COMPLIANCE



Increase quality of MLR submissions with accurate referencing

BRAND CONSISTENCY



Provide visibility into claims at global and local levels

CONTENT REUSE



Reference claims once, reuse everywhere

INSIGHTS



Understand claims usage across materials and markets

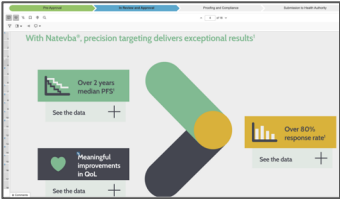
Demo

Claims Library



Business Benefits of Auto Claims

TRADITIONAL METHOD



Natevba core visual aid


“With Natevba, precision targeting delivers exceptional results”




USING SUGGESTED LINKS




Claims Library




Agency content author creates anchor & link to claim (5 Minutes*)




Agency reviewer proof-reads anchor link (5 Minutes*)




10 minutes
per Reference Anchor Link



Vault UI - Automated Search & Propose Approved Claims



Agency Content Author Approves Suggested Links (1 Minute)



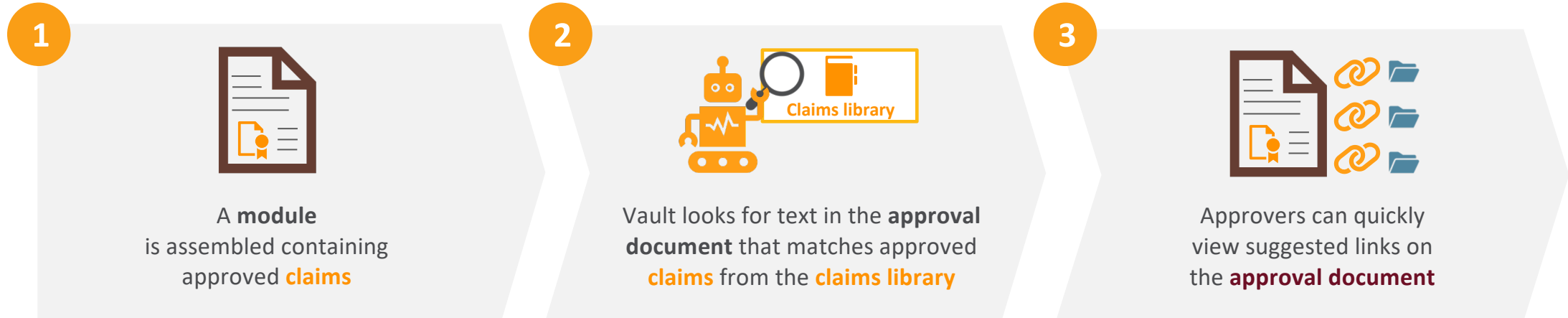
1 minute

90%
REDUCTION IN
TIME



Streamlining Modular Review

Efficiencies from using the Auto-Claims Functionality



Demo

Auto-Claims Linking



Claims Management Best Practice

BUILD



Enter variations
with multiple approved ways
of being stated

Enable localization
of global claims

Optimize
for better auto-matching results

MAINTAIN



Define processes
for creation, updates, expiration, and
withdrawal

Utilize librarian role
to ensure claims
creation and management

USE



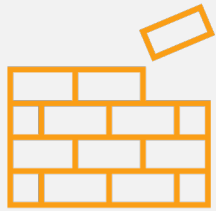
Define KPIs
to measure performance

Track usage
across internal and
external users

Create reports and dashboards
to visualize metrics



Key Takeaways



Claims Management
is **foundational** to
Modular Strategy



Efficiencies
can be achieved
easily and rapidly



Business strategy and
software expertise to
support your success



Questions

Veeva & U

Thank you