Veeva PromoMats

Latest Innovations

Overview

Continuous innovation is essential for marketing teams in life sciences to stay on top of their content in a way that is efficient and scalable, prioritizes quality over quantity, and is powered by meaningful data and insights.

Veeva PromoMats' latest release keeps its focus on the future of content management, investing more than ever before in the following industry-specific areas: improving the **reviewer experience within MLR**, laying the foundation for **scalable AI**, increasing **marketing efficiencies**, and creating a **connected, data-driven content ecosystem**.

Read on for highlights from selected PromoMats innovations released in 25R1 — designed to help you build and maintain a compliant content foundation for 2025 and beyond.

Reviewer Experience

Foundations for AI

Marketing Efficiency

Connected Content Ecosystem

Improved Reviewer Experience in MLR

By improving the reviewer experience within Medical, Legal, and Regulatory, Veeva PromoMats enables marketing teams to make simpler, better-informed choices, resulting in greater predictability, consistency, and efficiency.

Reviewer Experience

- Automated Claims
- Content Similarity
- Tier-Based MLR
- Content KPIs
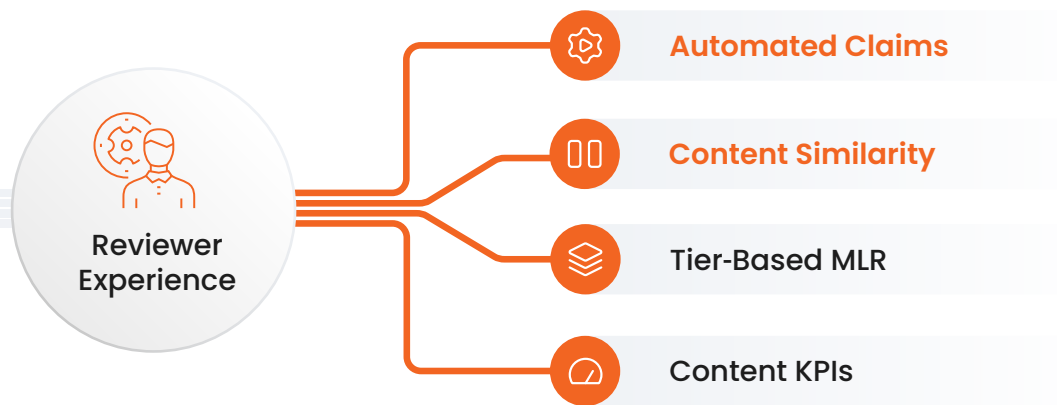
MLR TRANSFORMATION

Automatically bring forward annotations and claims

Veeva PromoMats now allows you to manage annotations in a seamless way, automatically bringing them forward when uploading new versions of content.

This feature also extends to claims, including the ones that are suggested by the system and approved by the user, to be brought forward between versions, significantly reducing the effort involved with substantiating your materials.

QUICK TIP
To get the best out of **Claims Harvesting**, make sure to work with documents that have machine readable text, and that you highlight and annotate the copy exactly as you want it to be harvested.

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VIEWS

All Text Assets

Recent Text Assets

Favorites

FILTERS

ROLE

Owner | is

Current User

Apply

You can now filter your claims by User and Role, directly within the claims library

Increase the searchability of claims with Role Filters

Search through your claim and module libraries by filtering the content by user or their role with the new **Role Filter** for **Object Records**. You can now quickly identify all the claims assigned to a specific owner or reviewer, significantly simplifying the management and administration of your claims library.
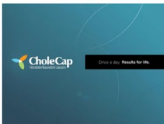
Accelerate your time to market with Content Similarity Score

The new Content Similarity Score compares text and image elements across documents, significantly helping review teams to quickly assess how closely a new document resembles previously approved materials.

This feature can be leveraged to support content routing and resource management and can help determine the appropriate review tier within MLR, leading to greater consistency in content approval and more efficient review.

QUICK TIP
Formulas and automated workflows can help support **Tier-Based MLR** review for faster, more efficient processes.

CONTENT SIMILARITY

Cholecap E-Detail March 20…
MAT-0005
(Approved for Distribution, v1.0)

98% match

Similarity Score provides an objective assessment of document similarity, helping your team to make more informed decisions.

Cholecap E-Detail - Preclea…
MAT-0001
(Approved for Distribution, v2.0)

98% match

Foundations for AI

The **Direct Data API** is a new class of API for easy, high-speed access of Vault data that does not compromise application performance.

Build consistent sets of data to fuel customer-centric content strategies

100 times faster than traditional APIs and transactionally sound across large datasets, the API allows you to reliably extract full or increments of data to power AI applications, analytics, and integrations faster and consistently. **The Direct Data API** will include connectors for *Amazon Redshift*, *Snowflake*, *Databricks*, and *Power BI*.

This technology delivers the data processing capabilities necessary to support scalable, next-generation GenAI and real-time content insights, seamlessly connecting your end-to-end content ecosystem and fostering content innovation.

QUICK TIP
Explore the **Direct Data API** and how it can better support your organization leveraging Veeva's Services experts.

Data-Driven, Connected Ecosystem

With a seamless integration of data and content, Veeva PromoMats helps advance customer-centric experiences, resulting in content personalization at scale.

Foster seamless teamwork with the enhanced Collaborative Authoring

Enhance collaboration with our updated Microsoft-based Collaborative Authoring. Following security best practices for biopharma, Veeva PromoMats now introduces the ability to "@" mention any assigned Vault document user directly within Microsoft, simplifying teamwork and boosting efficiency.

Empower users and partners with Custom Pages

With the introduction of **Custom Pages**, users can build and host their own user interfaces directly within the Vault platform. This capability streamlines integrations with external systems, such as AI tools and business intelligence dashboards, providing a more seamless experience.

Custom Pages empower partners and customers to tailor their usage of Veeva PromoMats to their specific needs, offering examples like real-time translation progress views or integrated task and schedule overviews that blend information from various systems including MedComms or project management tools, potentially eliminating middleware configurations.

Track content strategy execution with Communications Objectives

Veeva PromoMats now allows you to automatically track your content strategy execution within your material by linking **AutoLinked Claims** to specific **Communications Objectives**.

This feature is designed to simplify the way content insights are captured across the entire content supply chain.

This new, automated approach to content tagging will lay the foundation for end-to-end strategic content insights, particularly as we look ahead to the Vault CRM connection.

Leverage the RIM-PromoMats connection to speed in-market registration

As Veeva keeps breaking silos between clinical and commercial, the RIM-PromoMats connection now includes a **Product Registration Check** within your PromoMats processes. This will allow you to enforce content approval only for documents where the product is approved for the market via RIM.

Streamline submissions with automatic eCTD redline annotations

Biopharma companies that have leveraged the eCTD capability have observed an approximate 50% reduction in manual work. To simplify the health authority submission process even further and to simplify the health authority submission process, Veeva PromoMats now allows you to automatically convert Vault document annotations into **eCTD redline annotations** within the document, simplifying the pre-clearance process for FDA submissions and removing the manual effort and burden from your content submission teams.

Learn more tips and tricks to make the most of PromoMats in the PromoMats community on Veeva Connect.

CholeCap

How Can You Help More of Your [1] High Risk Hyperlipidemia Patients Achieve LDL-C Goals?*

*As defined by NCEP ATP II 2012 Guidelines

Remove the significant manual effort of preparing your content for submission.