

10 Best Practices for Managing Marketing Content in Life Sciences

One of the biggest challenges for highly regulated organizations is efficiently using and managing their digital media assets, while avoiding possible fines and other punitive measures. Since 2001, Life Science companies have been issued over \$60 billion in fines for false claims. Marketing departments are looking to manage brands better while reducing risk and improving quality control.

1 US Department of Justice

1 Access your critical assets from one system

Best practice for information governance would dictate that there be one authoritative system of record for business documents and consequently, one version of the truth. However for many organizations this is not a realistic goal given the cost and effort of the migration, consolidation and reconfiguring required. Choose a content management system that uses preconfigured integrations to the most common content repositories and file servers to resolve the issue of information silos, without disrupting the existing infrastructure or the workflows used by different departments and teams.

2 Automate digital asset management

Regulatory compliance demands that document management processes such as content creation, review and approval, and content distribution are executed in accordance to rules and are auditable. Creating workflows for developing and managing SOPs for quality control provides consistency, reliability and efficiency to a highly regulated organization. Streamlining collaboration via automation will also lower costs related to the creation, management, and storage of marketing content.

3 Automate project management



Marketing projects generate a myriad of digital assets. Select a content management solution that provides complete digital media supply chain management and enables you to track individual elements and whole projects from inception through to distribution. Your solution will also provide start-to-finish production accounting tied back to the business systems, so that you know how much a piece of content cost and how the budget is spent, bringing another level of accountability.

4 Balance security and access

Securely protect your brand and intellectual property. Equip your marketing organization with a firewall-protected and auditable environment for your high-value digital assets while providing customers, business partners, and others with cloud-based access to appropriate assets.



5 Simplify for users



Life Sciences quality and manufacturing processes are already complex so you don't want to frustrate your users with cumbersome and inefficient systems. To effectively and compliantly manage regulated assets, users need a user-friendly interface that can be easily personalized to their role and preferences. Choose solutions that simplify asset management through automation and workflows so that processes such as video creation and regulatory reviews run smoothly and consistently.

7 Maintain regulatory compliance

Your brand content is subject to regulation. There are a number of laws and statutes in the Life Sciences industry that mandate the protection of information quality, integrity, and records retention including the Food, Drug and Cosmetics Act, Prescription Drug Marketing Act, FDA 21 CFR Part 11, and EU Annex 11.



6 Achieve defensible lifecycle management

Records retention periods are mandated by industry regulations and vary by content type. Your organization must be confident that every document managed within the electronic system is controlled at every stage of its lifecycle. Automated records classification, retention and disposition ensure the integrity of your content and the disposal of obsolete records when they are no longer needed.



8 Visualize your data



You've worked hard to develop concise messaging, effective branding, and high-quality assets. How will you determine the effectiveness of your efforts? Are salespeople using the right materials with the right HCPs? Are the HCPs interacting with your information? Integrated analytics would help you determine ROI and find actionable trends.

9 Maintain quality and accountability within your marketing organization



Achieving quality and accountability throughout the production and distribution process greatly reduces the risk of non-compliance. Seek systems which enable you to track individual elements and whole projects from inception through to distribution while maintaining compliance. Look for purpose-built workflows for developing and managing SOPs for quality control during asset creation and distribution.

10 Partner with a strategic vendor in Life Sciences

Successful organizations choose technology partners that are not only experts in their industry but can support their strategic goals. Ensure your enterprise software vendor is a leader in life sciences, and has provided industry-specific solutions to help pharmaceutical, biotechnology, and medical device companies succeed all over the world.

