



Modular Content 101



Alana Goodman, CEO & Founder

Stephanie Taubin, Principal Content Operations Strategist

Phoenix BioPharma Group, LLC

What's Happening Today?

- Introductions – Company, Team, & Mentimeter
- Getting Everyone On the Same Page
 - Lingo
 - What it Is
 - Requirements for Success
 - Why & When
 - Deeper Dive & Brief Touch on CLM
- How to Plan for 2024
 - Preparing to Speak With Leadership & Vendors
- Q&A



Focused on Operational Excellence

Disrupting the status quo through process and technology by generating valuable data and finding impactful ROI.



| | Commercial Content Operations | Medical Content Operations |
|--|-------------------------------|----------------------------|
| Omnichannel | ✓ | ✓ |
| Content Lifecycle Management (CLM) | ✓ | ✓ |
| Field Enablement | ✓ | ✓ |
| Strategic Events and Congresses | ✓ | ✓ |
| Launch Excellence | ✓ | ✓ |
| Department Build-Outs/Assessments | ✓ | ✓ |
| Competitive Readiness | ✓ | ✓ |
| Fractional Executive Leadership | ✓ | ✓ |
| Governance Structure & Build-Out | ✓ | ✓ |
| Onboarding Programs | ✓ | ✓ |
| Process & Technology Training Programs | ✓ | ✓ |
| Sponsorships | ✓ | ✓ |
| Speakers Bureau/Programs | ✓ | ✓ |
| Grants (IIT/IIS) | | ✓ |

The Ladies in Charge Today

Alana Goodman

Robust Background

- Nearly 20 years of Global Operations Experience
 - 8 years in finance
 - 12 years in life science industry with public companies: Biogen, Shire, Alexion, argenx, Baxter
- **10 Product Launches**
 - 2 Multiple Sclerosis || 2 Hemophilia
 - 1 SMA || 5 Rare Diseases

Breadth of Experience

- Senior Vice President, Program Operations
- Process Optimization and Innovation Lead
- Head of Global Marketing Operations
- Head of Material Review and Medical Operations
- Head of Worldwide Medical Operations
- Change Management and Communications Project Lead

*CEO & Founder
Phoenix BioPharma Group*



Stephanie Taubin

Robust Background

- Over 20 years experience in optimizing creative and content operations to achieve greater ROI with a focus on life sciences
 - 6-years marketing operations
 - 1-year R&D business operations
- Partners with both small emerging and large pharma companies bringing a customer centric approach to drive consensus amongst leaders seeking support to achieve their content operation goals

Breadth of Experience

- Sr Client Partner, Life Sciences, US Lead
- Business Operations Lead, GSRS
- Marketing Excellence and Operations Lead

*Principal Content Operations Strategist
Phoenix BioPharma Group*



The Man Behind the Curtain



Sam Goodman

Principal Consultant



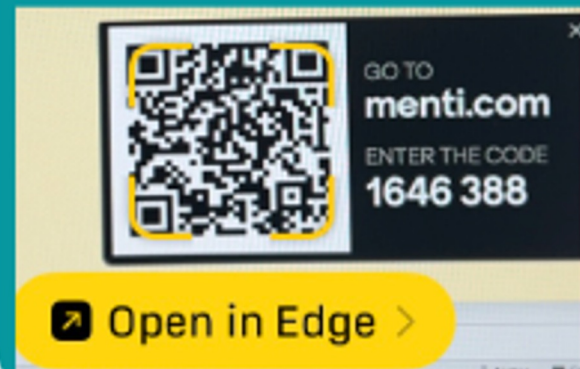
- Focused on MLR/PRC/MRC Process Operations
- Works behind the scenes to keep all clients running smoothly
- Currently holds 9 Veeva certifications
 - Approved Email Business & Technical
 - CLM Business & Technical
 - Engage Business
 - Engage for Portals Business & Technical
 - Engage Technical
 - Veeva Vault PromoMATs

Mentimeter

- Real-time/Live Polling Tool
- Visualizes Responses On Screen



Open The Camera on
Your Smartphone &
When You See the Little
Yellow Block Around the
QR-Code Click It



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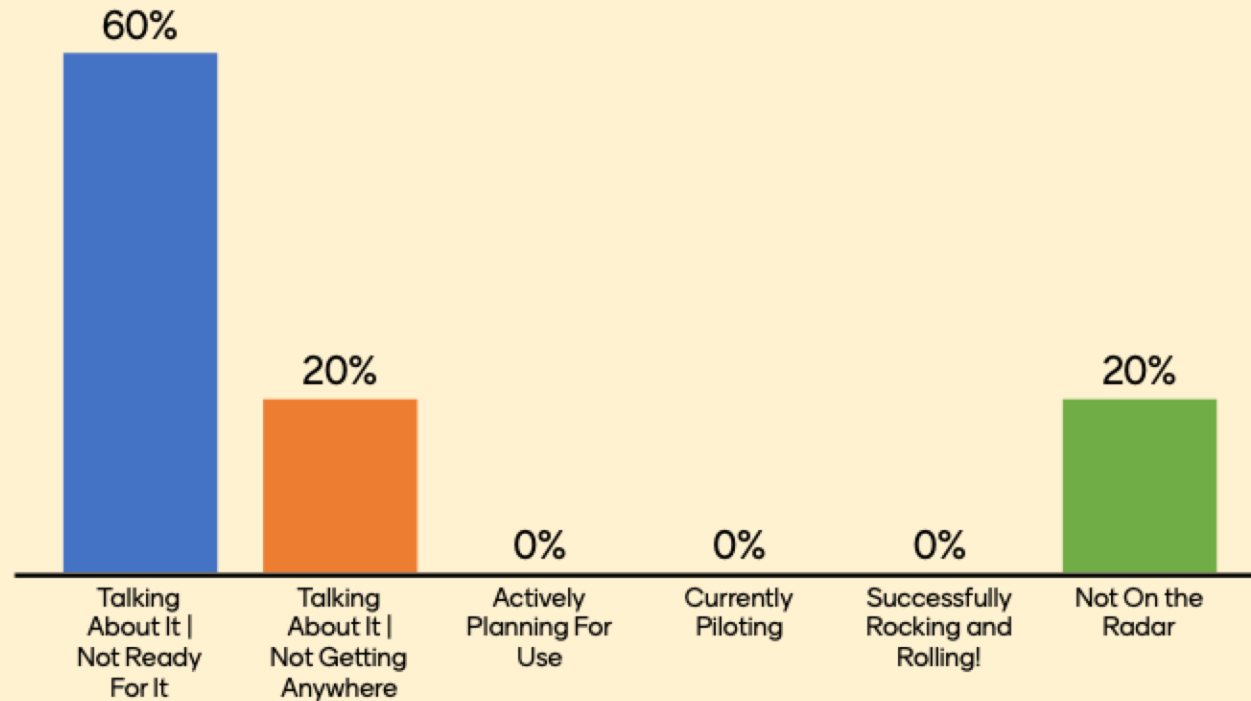
1-5 Words to Explain What You Understand Modular Content to be in Life Sciences

9 responses

confusing
alot
same
complicated
cumbersome
possibility
hope u explain to me
over-rated

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When it comes to modular content where is your organization?



Let's Use the Same Lingo!

MLR/PRC/MRC is the process.

Committee/Team/Reviewers are the individuals who participate in the MLR/PRC/MRC process. These members may be from a variety of functions inclusive but not limited to Marketing, Market Access, Patient Advocacy, Medical, Legal, Regulatory, Content Operations

Regulatory Operations the team members who process the 2253 submissions to OPDP (FDA) on behalf of the Commercial teams.

Modular Content is the blanket term for small, reusable “things” typically used for outreach materials. Those “things” can be images, graphs, or anything else you might want to reuse and make up your composite or materials. *A/so referred to as Asset or Element.*

Digital Asset Management (DAM) the centralized repository for storing, organizing, and managing assets/elements.

Asset or Element the small building blocks which are the individual modules used to create content at scale (message tags, claims, fair balance, imagery, etc)

Composite or Final Material the final piece comprised of assets or elements from your DAM.

Business Rules pre-established mandates guiding users' modular content builds. These rules establish the way your organization plans to remain compliant.

Taxonomy the words, phrases, groupings, and naming conventions which allow you to find and reuse materials. Think of it as your own personal Dewey Decimal System.

Content Lifecycle Management (CLM) is the strategy around the entire process of managing content from ideation and creation through retirement.

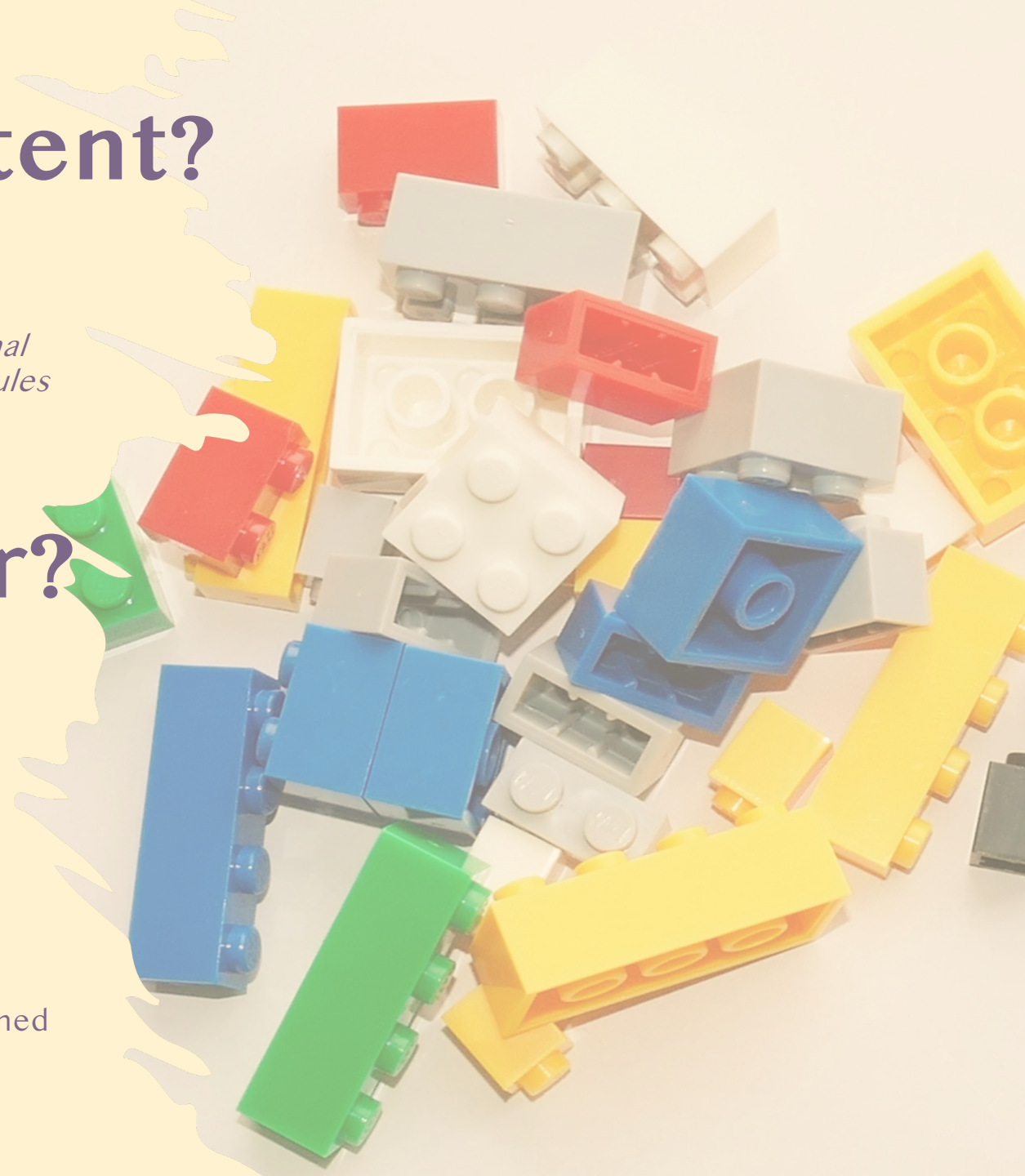


What is Modular Content?

Modular Content is a digital capability allowing internal and external users to utilize pre-approved assets and their associated business rules when wanting to create content at scale and on demand.

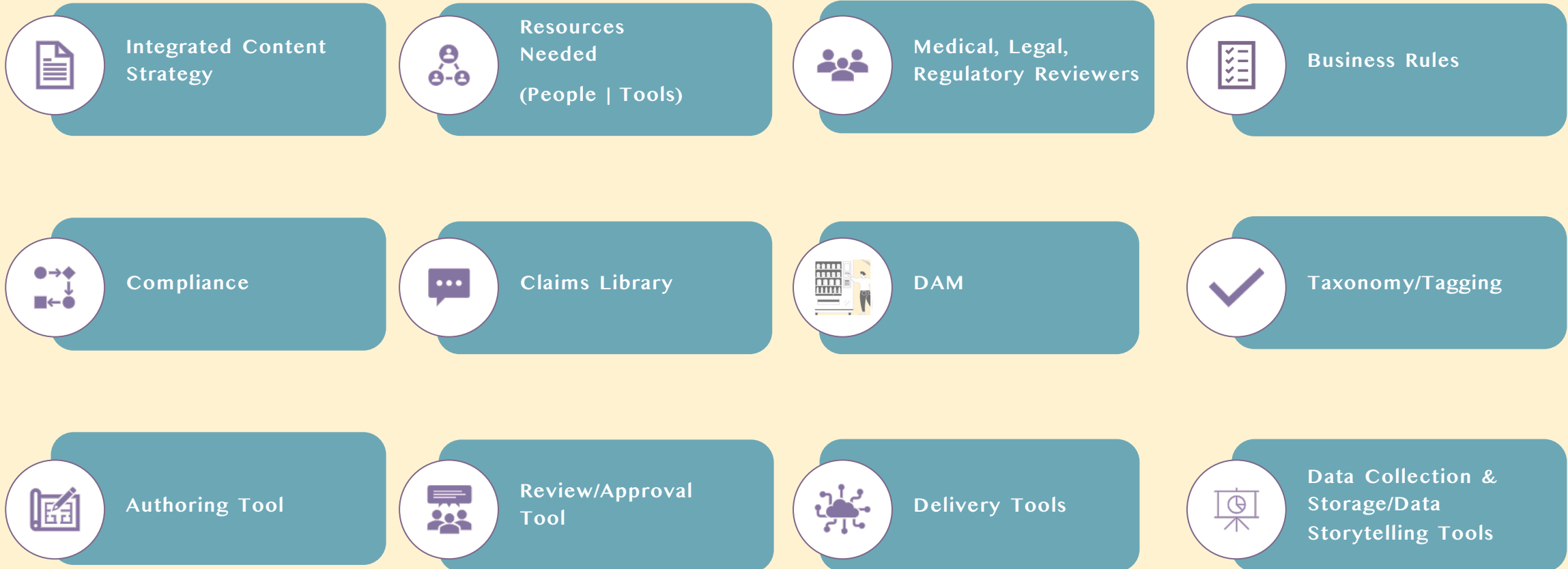
What Can it Solve For?

- Brand Consistency (Global)
- Data Generation
 - The People
 - The Asset
 - The Composite
- Eventual Time & Cost Efficiencies
- Reduced responsibilities on certain Reviewers due to pre-determined business rules



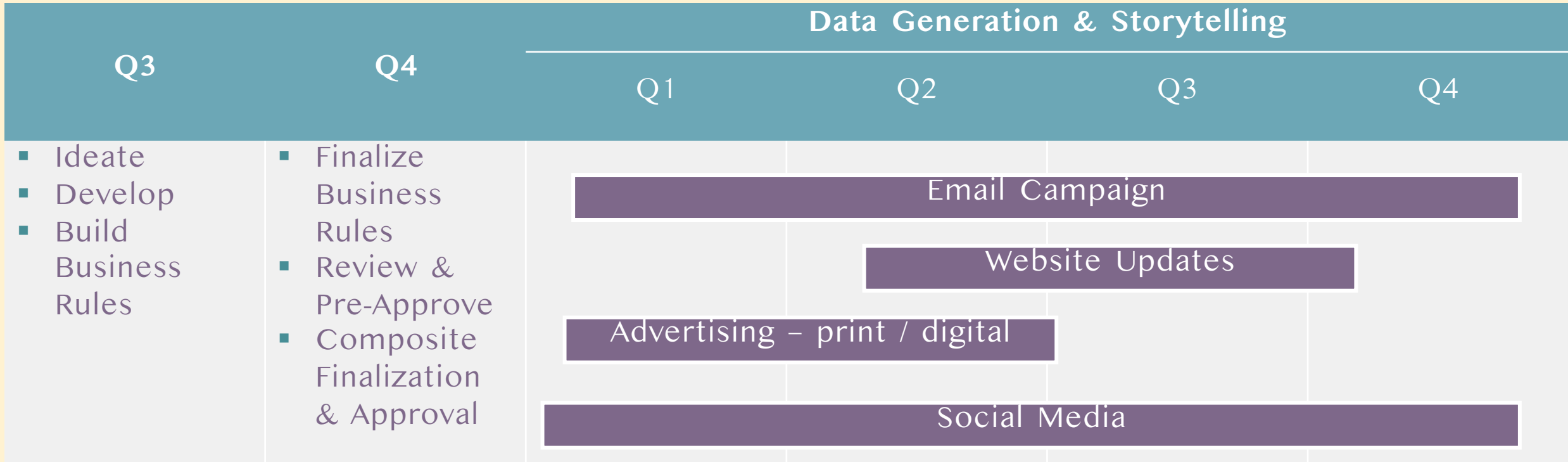
Requirements for Effective Mod-Con

Before organizations can start building modular content into their campaign planning, first understand what is required to implement this capability effectively...



Why & When Modular Content

During new campaign planning, modular content is supposed to help organizations reach target markets faster than if creating completely new content.



But... Does it?



Deeper Dive Into Success

MLR/PRC/MRC

Digital Asset Management

Content Lifecycle Management

Purpose

A process for reviewing and approving materials intended for external use or to guide external discussions.

Storing, organizing, and managing digital assets

A deliberate approach to managing content throughout its lifecycle

Benefits

- Ensures Compliance
- Adds time to project plans
- Improves the consistency of content
- Ensures that content meets regulatory requirements

- Centralizes and organizes content, making it easy to find and use
- Protects content from unauthorized access
- Tracks the usage of content
- Measures the effectiveness of content

- Cross-functional collaboration to provide holistic strategy, inclusive of anything content touches
- Creates consistency within a brand, across the globe
- Cost and time savings
- More comprehensive data

Best for

Companies that want to make sure they're complying with laws, regulations, and guidances prior to use.

Companies with a large volume of digital assets looking for consistency in campaign aesthetics and messaging.

Companies looking for a more comprehensive approach to content management than PRC and DAM managed separately.



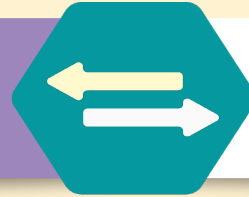
What is the Difference?

CLM

vs.

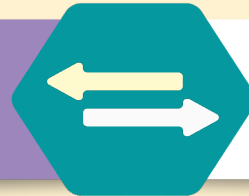
MLR

Holistic Strategy



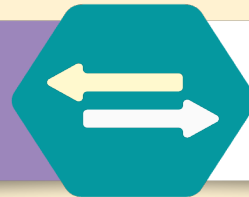
Single Lens Focused

Cross-Functional
Development of Everything



Managed in a Vacuum

Tasks Support Strategic
Execution (Centrally)



Tasks Support SOP

So. Much. Data.



Quantitative Reporting



Tell Me What I Need to Know to Talk to Other People

Up Front Commitment
\$\$ | Time | Effort | People

Whoever Owns MLR
Should Own all of
Content Operations

Implementation Is Not
Enough
Training | Adherence | Maintenance

MLR Operations Needs
to be Upskilled for
More Strategic
Content Needs and
New Ways of Working



MLR Reviewers Need
to be able to TRUST
Marketers and
Agencies to Follow the
Business Rules



If it is NOT Already in
Your Agency Contracts
to Upload Source
Files, Please Add it
ASAP

Someone Needs a Big
Picture View



Source Files
Tracked Down | Uploaded | Tagged



Trying to Fix a People
or Lack of Investment
Issue with Mod-Con is
the Wrong Why



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Is there anything you wish we talked about more or less?

5 responses

Incredibly helpful and transparent!!

Thank you for the session.

What role does your company play in solving the challenges of modular content for understaffed companies ?

I think it would be good to focus on how the various pieces to optimize the modular content process fits in and if there are nice haves vs must haves

This was high level, there are details that I understand we couldn't get into today. I do have lots of questions, business rules where should they exists.

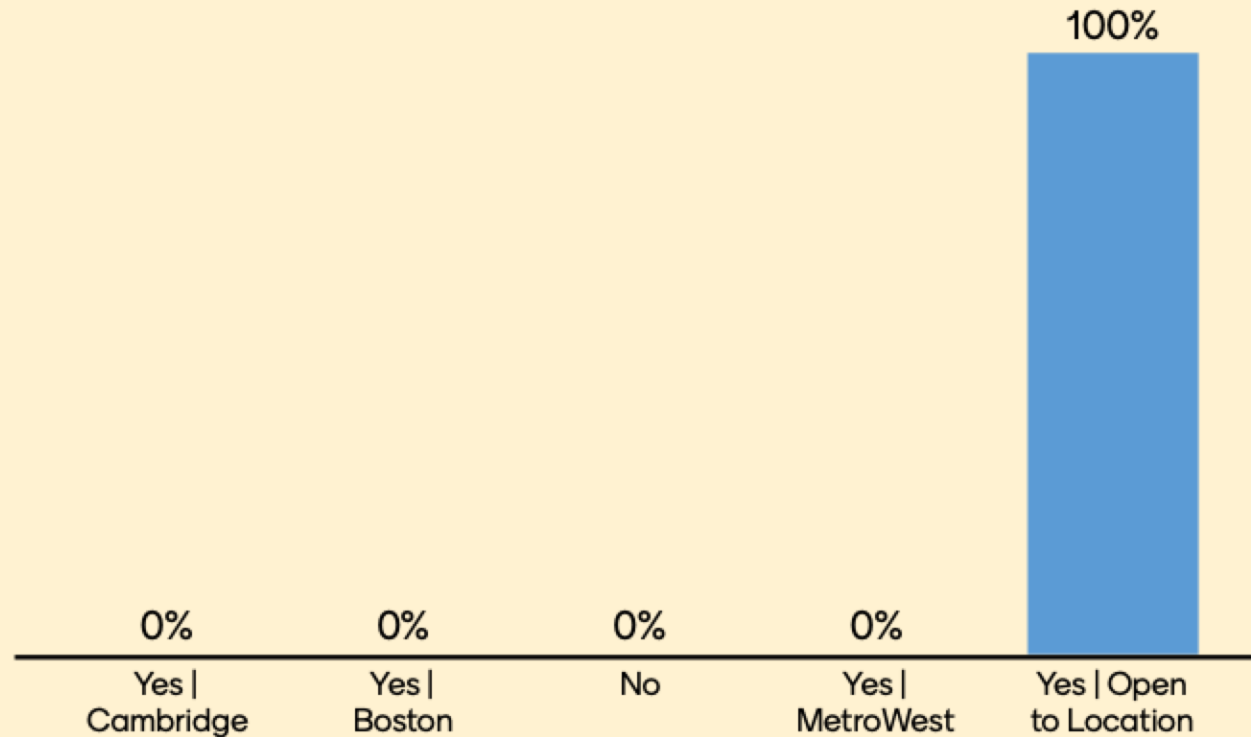


How would you rate today's meeting?



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Would you be interested in an in-person event with a nominal investment?



Thank You for Spending Time With Us Today!

We Appreciate You!

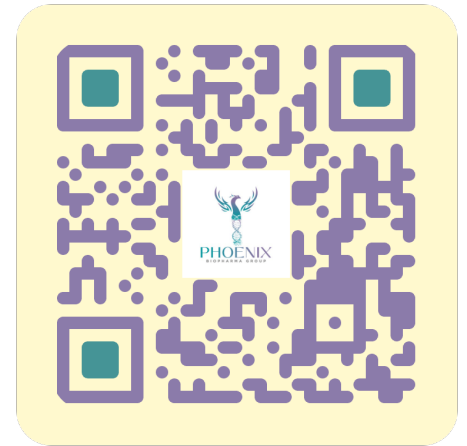


**You Never Know What Someone is Going Through.
Be Kind. Always!**

No one is as hard on you as you are. Your pain, loneliness, and sadness is real. What isn't real, is the way you see yourself and assume other's see you. We want you here. Please stick around. You are SO important.



Get to Know Us a Bit More



[Check Out Our Website](#)

These Slides Will be Available for Download as PDF on our Website by End of Day Today

Contact Information

alana@phoenixbgllc.com || (O) 508-538-8516

sam@phoenixbgllc.com || (O) 508-538-8516

stephanie@phoenixbgllc.com || (O) 508-538-8516

Other Ways to Connect with Us:

- * <https://www.linkedin.com/in/alanamgoodman>
- * <https://www.linkedin.com/in/samuelgoodman2662>
- * <https://www.linkedin.com/in/stephanietaubin>
- * <https://www.linkedin.com/company/phoenixbgllc>
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BACK UP SLIDES



Our Mission

To provide strategic partnership to life sciences organizations by supporting implementations for a first launch through optimizing for your 10th. We plan to disrupt the norm and engage with our partners to collaborate on more effective data generating processes and technologies within the Marketing Operations and Medical Affairs Operations' functions.



Our Vision

To develop a paid internship program for teens aging out of foster care, to provide relevant life experiences and financial stability. Thereby allowing them an actual chance to thrive independently, while also ensuring they develop a network of professional supporters, mentors, and advocates to guide them on their journey.



Industry Experience



Rebuilt HCP engagement infrastructure to decrease government scrutiny due to the organization's previously reported process failings, included workshoping in the US and Switzerland, rebuilding the process, as well as implementing and integrating all related systems.



Developed and successfully launched Go To Market Digital Strategy for first rare disease product launch for a since acquired company and asset.



Offboarded a vendor responsible for Sales team's regional sponsorships and during the post-termination review, audit findings required a complete overhaul of the process and technology to ensure compliance to a variety of codes and internal requirements.



Rebuilt and improved MLR process from a 6-week review/approval period to a 3-week review/approval period with better data collected and a consistent asset management process.



Evaluated department vendor contracting process and revamped it. Reducing spend in the first 7 months within the Region by \$250K from what would have been accepted in the original vendor contracting process.



Ran an RFP for a KOL identification system for a pre-commercial organization, preparing for launch. Negotiated a 3-year contract with free data integrations with their CRM on a quarterly basis and nearly \$1MM in discounts or long-term rebates.



Developed comprehensive 5-year technology roadmap and strategy for Global Medical Affairs department based on need and budget.



Implemented/configured and maintained/updated a material review system in a GxP environment. Subsequently, researched and presented evidence to later remove system from GxP.

