

Centralizing Medical Content to Achieve a Single Source of Truth



As the healthcare landscape undergoes tremendous shifts, interconnected parties spanning payers, access teams, and patients, are replacing the traditional life sciences engagement model. This evolution is driving the strategic role of medical affairs to become the “voice of life sciences organizations” through greater access to scientific content and global evidence. Gleaned from central content repositories, this data is allowing organizations to generate qualitative measures and strategic insights that will ultimately improve care delivery and data integration, integrity and credibility among healthcare professionals (HCPs).

The Evolving Healthcare Landscape and Role of Medical Affairs

Significant changes to the healthcare landscape pose new challenges and opportunities for medical leaders across the pharmaceutical industry, including those responsible for medical affairs. The Affordable Care Act along with the proliferation of information available on the Internet has given payers and patients the means to increasingly drive conversations regarding healthcare. This shift and the growing need for HCPs to have immediate, multichannel access to consistent global medical information, is driving the strategic evolution of medical affairs. The new landscape requires life sciences organizations to examine how they manage medical content, and track its distribution and use.

As such, the role of medical affairs is responsible for distributing clinical data that is accurate, and accessible to HCPs via multiple channels. This growing function is eliminating knowledge gaps for HCPs and driving informed clinical decisions. As life sciences firms continue to recognize the value that medical affairs can offer, they are demonstrating their commitment by increasing investments in this area. A benchmarking study on medical affairs budget planning confirms this trend:

79% year-over-year growth in medical affairs budgets;

300% growth in the number of medical science liaisons deployed from 2001 to 2020;

60% of life sciences firms planned to increase their medical affairs budgets in 2015, with half of those surveyed expecting to grow budgets by 10 percent or more.¹

1. 4 Best Practices, LLC, “Medical Affairs Excellence: Budget Trends and Outsourcing”. For more detail, visit: <http://whybenchmarking.com/2014/04/01/medical-affairs-excellence-budget-trends-outsourcing/>

Understanding the Value of Scientific Content

To steadily elevate care delivery and drive informed clinical decisions, it is critical that organizations and stakeholders throughout the healthcare ecosystem do not simply increase their budgets for medical affairs, but truly understand the utility and value that scientific content can provide on a global scale. Centralized medical content not only delivers a single source of truth, but also strengthens credibility of life sciences companies in the eyes of the HCPs while elevating compliance, care delivery, and business processes.

Medical Affairs Meets HCPs Needs with Global Evidence by:

- Combining scientific expertise and clinical innovations
- Differentiating between scientific and marketing content to offer valuable data
- Maintaining version control, ensuring HCPs have access to current messaging
- Tracking use cases and outcomes to identify trends in how information is used
- Providing scientific content that can cross borders to offer a globally consistent voice

Medical Affairs Drives Global Compliance by:

- Ensuring consistency of medical communications and global evidence
- Sharing best practices across healthcare markets and HCP teams
- Accelerating omni-channel access to tools for HCPs in the field
- Leveraging standard tools for analytics and information integration

Medical Affairs Improves Care Delivery by:

- Generating qualitative measures and strategic insights
- Leveraging a broader range of healthcare stakeholders to understand patient needs
- Facilitating the integration of different medical data and knowledge
- Centralizing all inputs and outputs and providing an audit trail of data usage
- Uncovering trends about what content is being requested from HCPs and why

Medical Affairs Streamlines Business Processes by:

- Eliminating variability throughout an organization and across geographies
- Reducing infrastructure costs and duplicate business processes across markets
- Removing the need to reinvent the wheel for each clinical market's needs

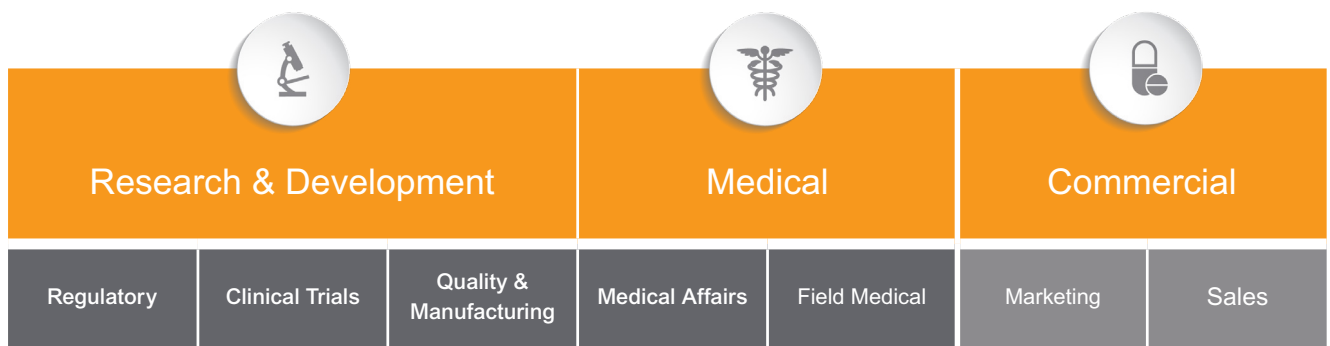
Science has no borders, especially in today's global healthcare landscape. HCPs and other stakeholders look to medical content as the scientific guiding force. Therefore, the content that we are distributing must be accurate and consistent.

– Brian Harper, Director of Vault Commercial Content Strategy, **Veeva Systems**

A Path Forward: Medical Content Management

Stakeholders throughout the healthcare system will increasingly look to technological advances in mobile health and electronic health records for indications on how their roles will evolve over time. Similarly, medical affairs will rely on technology to grow the life sciences business, becoming a valuable partner to physicians, nurses, patient groups, health plans, and hospital group administrators through content generation and management.

Enterprise-wide Content Management Solutions



This interconnected approach strengthens consistency and compliance to provide HCPs and stakeholders with access to accurate, approved medical content. This technology also supports new approaches to information sharing and helps validate scientific needs by understanding stakeholder behaviors across all channels.

As such, the strategic evolution of medical affairs and its ability to drive utility and value in scientific global evidence generates the need for healthcare organizations to adopt sophisticated medical content management solutions. Such systems are what solidify the value of medical affairs, speeding the creation, approval, and delivery process of medical content.

/// Our future is not on the back of old technology. We must focus our entire resources on innovative, game-changing technology. ///

– Christophe Weber, President and CEO, **Takeda**

Key Criteria for a Medical Content Management System

Accurate Scientific Communications

By implementing a sophisticated medical content management system that meets the rigorous requirements of the life sciences industry, medical affairs will streamline and enhance the content management production process and lifecycle, ensuring a single source of truth across the globe.

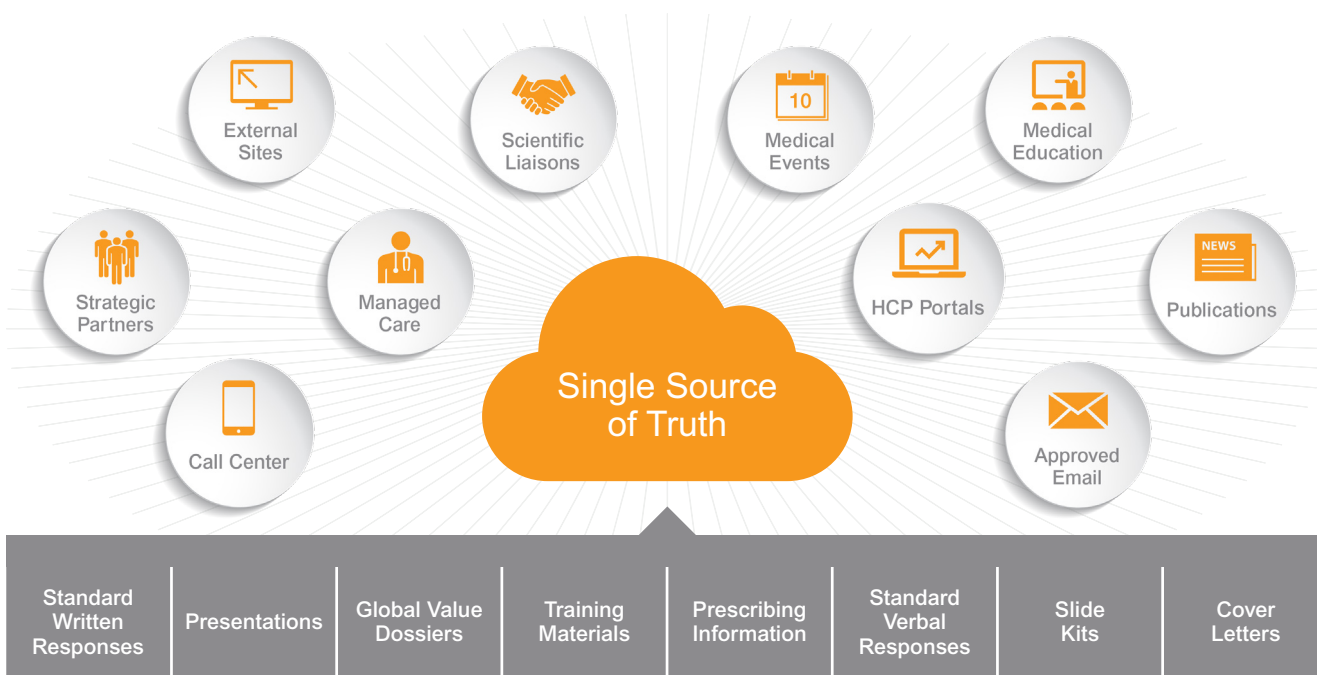
Global Harmonization

Medical engagement and scientific needs reach well beyond geographic boundaries and content management. Certain medical content management systems regulate global content for the life sciences industry specifically and integrate with other systems, allowing for synergies across an organization that help medical affairs generate interconnected data.

End-to-end Visibility & Insight

Medical content management systems should provide traceability and reporting of content distribution and usage. This visibility provides life sciences organization strategic insights into understanding customers, and the opportunity to predict future conversations with an individual or community.

Providing a Single Source of Truth Across All Medical Communications



Is Your Life Sciences Firm Ready for a CMS?

- Do we have a strategy for developing competitive and compliant medical content?
- Are there opportunities to improve our technology infrastructure?
- Is our content management development process a global one?
- Are we able to quickly and effectively distribute and withdraw content?
- Who owns our medical content development processes, regionally and globally?

Conclusion

For HCPs and healthcare organizations to respond to today's patient-centric, outcomes-based healthcare system, empowering medical affairs to generate useful content is essential. With sophisticated, enterprise-wide content management solutions, medical affairs can provide life sciences firms with strategic advantages including global evidence that meets HCP needs, compliant content and global continuity, streamlined business processes, and strategic insights that can improve care worldwide.

/// This type of functionality transforms medical affairs to something that was fairly operational to a function that could strategically differentiate an organization. ///

– Robert Groebel, Vice President of Global Medical Strategy, **Veeva Systems**

**About Veeva Systems**

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 800 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com/eu.
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