

How Modular Content Delivers Personalised Life Sciences Engagement

The rise of digital impacts the life sciences industry in multiple ways. When it comes to content, it is fundamentally changing the relationship between the sector and its stakeholders, enabling companies to drive greater engagement by delivering personalised content on their channels of choice. At the same time, audiences want more – healthcare professionals, key opinion leaders and patients expect life sciences companies to provide content that is varied, personalised, and locally relevant, at a much faster speed than in the analogue age.

The issue for life sciences companies is that successfully delivering digital content requires a fundamental change in approach. Traditionally, they've adopted a centralised strategy, in which entire assets (such as an advert, article, or presentation) are created, translated as necessary, approved centrally, and then distributed to every country. This ensures conformity, brand consistency, and universality. However, this traditional process can be slow, expensive, and disconnected from individual market needs, which makes it ill-suited for today's requirements.

The combination of rising expectations and exponentially increasing volume of content means that a universal approach is no longer fast enough or able to provide the personalisation that is required. Whether it is an article, video, or tweet, or a presentation given to a healthcare professional by a sales rep, content must be timely, tailored, and delivered through the recipient's channel of choice to drive greater and more productive engagement.

How can life sciences companies achieve this, while still ensuring compliance and control? Implementing an agile modular content approach for content and breaking it into smaller components that can then be approved and assembled into larger pieces can make the process simpler and more efficient. This brings down the time needed to create new content and makes it much easier to personalise it to healthcare professionals'

(HCPs') preferred channels and local requirements, which results in more effective and productive engagement.

Creating a Compliant, Effective Digital Content Supply Chain

To operate effectively, life sciences companies must ensure that their digital content strategies deliver on three vital requirements: streamlining the end-to-end process, increasing efficiency, and enabling compliance, all while making personalisation and localisation simple and straightforward. The key is to start small and build from there. By breaking down content into small components – such as an image or product claim – and making these available through a single, cloud-based digital asset management system, life sciences companies can balance compliance, localisation, and speed while meeting the needs of their audiences. Companies can “templatised” their core channel layouts, pre-approve content components, and make both available globally through one system.

Essentially, this approach means local brand managers have access to a library of pre-approved content. To create tailored campaigns, they simply pick specific content and bring it together in the right form to meet their market needs. All stored content is therefore consistent with brand values and approved at corporate level, requiring minimal local review to ensure compliance. The end result is that more convincing, tailored content is delivered to local markets more rapidly, reducing resources, time, and cost while driving greater engagement.

The need for compliance doesn't end when content is published. Life sciences companies often have to withdraw previously approved content after it has been released. This is both difficult and time-consuming for those relying on traditional processes, as they have to manually track down and remove every piece of content, with the risk that some mentions may be missed. Adopting a single, worldwide digital asset management system

makes it simpler to meet compliance requirements. Particular items of information can be withdrawn, quickly and simply, across every property and channel. Thanks to the modular content approach, life sciences companies don't need to withdraw whole pieces – just replace individual components as required.

Adopting the modular content approach transforms life sciences content strategies in three key ways – streamlining the process, increasing efficiency, and enabling compliance.

1. Streamlining the End-to-End Process

With traditional methods, creating and sharing digital content is complex, cumbersome, and resource- and time-intensive. Content is created and assembled manually into different formats, such as an advert, an article, or presentation. This process involves multiple internal and agency authors, with medical, legal, and review teams then checking to ensure that every claim can be satisfactorily substantiated. If everyone involved is using a range of disconnected, independent systems it makes it difficult or even impossible to create a seamless, end-to-end process. This leads to duplication of effort and time, overly complex approval processes, and growth of regional silos of information as local teams store content on their own systems.

To deliver content effectively, life sciences companies need to cut through this complexity by switching to worldwide digital asset management systems. Adopting a single, cloud-based solution that contains all components and content pieces in one location that is accessible to all streamlines the process and removes duplication and complexity. Teams can simply download approved content whenever they require it, safe in the knowledge that it is compliant and meets brand guidelines.

Life sciences companies have specific compliance and audit

requirements, which means the off-the-shelf content management systems that are used by other sectors cannot match these needs. Instead, they should look to adopt purpose-built systems with compliant cores built around understanding of the industry, while still providing functionality and flexibility.

2. Increasing Efficiency and Reducing Costs

The complexity within traditional processes increases the time and resources required to create content. While this was a problem in the analog age, it becomes a much more serious issue in today's digital era, when speed to market is crucial and the volume of content is continually increasing. Life sciences companies need to be able to do more with less and create more compelling content, more efficiently. Traditional content creation and distribution approaches are inefficient and resource-heavy. They are also cumbersome when it comes to removing non-compliant content.

Implementing a unified, end-to-end modular content approach drives much greater efficiency. By replacing a mix of systems and processes with a single digital asset management solution, a life sciences company reduces complexity, saving cost and time. New content can be bulk published, updated, or withdrawn if required, wherever it appears. As marketers have a library of approved content to work with, they can rework minor details (such as resizing an image or changing the format of a leaflet from portrait to landscape) themselves. This approach reduces costs, increases efficiency, and removes bureaucracy. Essentially, teams can focus their time on creating and sharing engaging content, rather than administration.

3. Enabling Compliance While Delivering True Localisation

The majority of life sciences companies operate globally but face a balancing act between ensuring compliance and brand consistency and meeting the local needs of individual countries and regions. This focus on compliance means that under the traditional process, a small number of content pieces are created, translated as necessary, and approved before being

provided to each country. Life sciences companies can then be certain that all their content is compliant, and full audit trails are available to show where content has been distributed.

However, this approach limits effectiveness. Audiences in every country have different needs and expectations when it comes to content. They want to interact with life sciences companies in a range of ways, and can be looking for very different information from their peers around the world. Consequently, creating a single article centrally and pushing it out globally in a one format is unlikely to deliver an optimal result in each country. Translation is an obvious change, but localisation needs to go much further if it is to be personalised and relevant, while remaining compliant and consistent with overall product messaging.

Beyond Efficiency – The Deeper Benefits of Modular Content

Moving to a unified modular content approach saves time and money, underpinning greater efficiency and enabling localisation while still ensuring compliance. However, the benefits go much deeper, enabling life sciences companies to take a data-driven approach to content and how it is received by audiences.

By storing content in one place, life sciences companies can track its usage and gain much deeper insight into its efficacy. They can see which assets are being used most frequently, which channels are most effective, and even which component assets within specific assets are resonating most with different audiences. Fundamentally, they can now drill down and measure the impact of content on engagement, gauging its effectiveness. For example, teams can easily see which content is being used by reps in the field or whether a piece of content actually changes a doctor's prescribing behaviour. They can understand which content types work best in specific markets and channels – and how approaches need to be adjusted to meet changing needs. They can even measure the ROI of specific pieces of content, as all the usage data is in one system, accessible to all.

Shire has halved the 1500 agencies it used globally by implementing a unified digital asset management

solution. The company has also reduced local content approval time by 60%. All content, from press releases to multimedia assets, is now available through a single, global system, which gives local managers a “one-stop shop” for content that they can download and combine quickly and easily. This reduces cost and bureaucracy while improving quality.

Adopting a single, cloud-based digital asset management solution also provides the opportunity to break down the traditional silos between marketing, sales and medical, ensuring that they work together more closely. With all content in one place, everyone can collaborate more easily, whether around a major launch or an ongoing campaign.

The rise of digital provides life sciences companies with the chance to radically change how they engage with their audiences through content. They can deliver a more personalised, localised approach, through the right channel for each individual or group. Digital also brings challenges – the increasing volume of content required across multiple formats threatens to overwhelm traditional, centralised strategies, and requires a new approach that balances control with flexibility.

Adopting a modular content approach with a single digital asset management system for creation, distribution, and localisation of digital content overcomes these challenges, enabling life sciences companies to balance control with flexibility, while meeting local needs and delivering a faster, more efficient end-to-end content process.



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