

IQVIA™ ePromo






Simplify and accelerate the creation, approval, dissemination and reuse of compliant promotional and medical content

CONTENT MANAGEMENT PURPOSE-BUILT FOR LIFE SCIENCES

Life sciences companies today need to create more content across more channels than ever while continuing to manage costs and support compliance. IQVIA™ ePromo offers a streamlined solution that allows you to manage promotional and medical information assets across the full content lifecycle, from creation to expiry or withdrawal. IQVIA™ ePromo enables you to optimize business processes and accelerate delivery of compliant materials to your customers.

DRIVE EFFICIENCIES	Optimize workflows and accelerate delivery of content.
IMPROVE COLLABORATION	Facilitate communication across internal teams, creative agencies and affiliates.
REDUCE COSTS	Promote reuse of assets through a single global repository and reduce both duplication and rework.
SUPPORT COMPLIANCE	Ensure process controls are maintained and only approved assets are released.



TYPICAL ISSUES IN CONTENT MANAGEMENT					
	HIGH DEVELOPMENT COSTS	PROCESS BOTTLENECKS	DUPLICATION OF EFFORT	EXCESSIVE REWORK CYCLES	HEIGHTENED COMPLIANCE RISKS

STREAMLINE CONTENT WORKFLOW

IQVIA™ ePromo improves collaboration among content owners, agencies and Medical, Legal, Regulatory (MLR) teams. Keeping your company competitive requires a system that can be used globally throughout your enterprise and that provides insights for continual process improvements.

KEY BENEFITS

- Real-time global collaboration
- Actionable insights to identify and address bottlenecks
- Streamlined workflows and review cycles
- Reduced content duplication and costs
- Accelerated delivery of assets to the market
- Enhanced compliance controls and documentation

SCALABLE, INTEGRATED, PREVALIDATED

As a validated cloud-based solution, IQVIA™ ePromo is highly scalable to address your organization's growing content demands. Out-of-the-box configurations can be adapted to your needs and automation increased through integration with other applications in the commercial ecosystem.

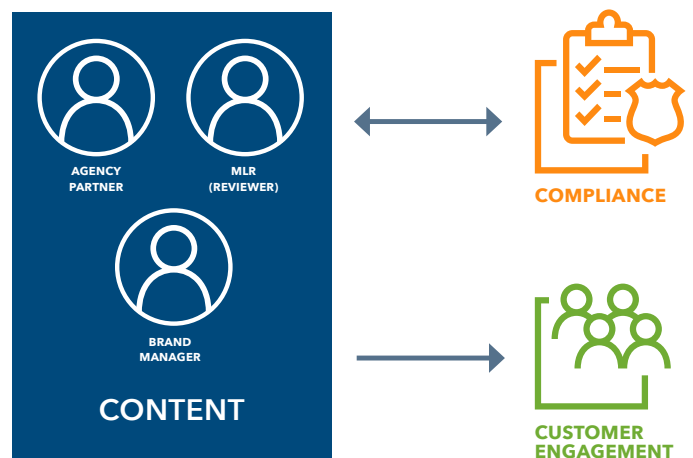
WHY IQVIA?

IQVIA is a leading global provider of information, innovative technology solutions and contract research services dedicated to using analytics and science to help healthcare stakeholders find better solutions for their patients.

IMPROVE EFFICIENCY

In addition to streamlined workflows, IQVIA™ ePromo offers content management capabilities that help organize assets for easier reuse, retrieval and withdrawal. As you manage more channels or extend product launches to additional countries, IQVIA™ ePromo makes it easier to gain insights on process improvement opportunities.

ACCESS TO COMPLIANT CONTENT ENABLES IMPROVED COMMERCIAL ENGAGEMENT



Learn more about how IQVIA™ ePromo can help your company address the growing demand for compliant multi-channel promotional and medical content.

CONTACT US

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