

STREAMLINE AND ACCELERATE MANAGEMENT OF COMPLIANT PROMOTIONAL MATERIALS

INCREASING DEMAND FOR CONTENT

The evolving digital climate is driving the need to accelerate creation and delivery of more relevant content to healthcare professionals and patients. As a result, life sciences companies experience more complicated review and approval processes, higher production costs and increased compliance risks.

THE SOLUTION

IQVIA™ ePromo is a cloud-based content management solution that is purpose-built for life sciences. It helps organizations save time and money by streamlining the review processes needed to support compliant promotional and medical content adaptation, localization and execution.

Learn how IQVIA™ ePromo can streamline the management of your commercial and medical content to sharpen your competitive edge.

iqvia.com/epromo

1 IMPROVE COLLABORATION



Facilitate communication across internal teams and agencies, headquarters and affiliates.

2 SUPPORT COMPLIANCE



Ensure required reviews are completed and documented before dissemination.

3 STREAMLINE WORKFLOWS



Improve efficiency of review processes and reduce bottlenecks.

4 REDUCE COSTS



Make it easier to access and reuse approved assets as well as track agency performance and throughput.

5 DRIVE ROI



Reduce rework, decrease review cycles and get content in market faster.