

Digital Team: Empowering Experts to Deliver Compliant Social Media, Influencer Content and SEM

OPPORTUNITY:

Digital Content Volume and Evolving Talent Models Are Straining Traditional MLR Processes

- Pharma marketing teams ship more social, influencer, and search content every quarter, each format with its own rules
- Agencies are hiring digital talent from outside healthcare, so FDA fluency varies across the team
- Specific requirements (fair balance, indication statements, off-label phrasing) are easy to miss in fast-moving drafts
- Pre-MLR checks are manual, which adds days to every engagement

SOLUTION:

Use AI-Powered Software For Faster Campaign Launch And Optimization Cycles Without Increasing Compliance Risk



3 EASY STEPS

1. **Centralized library of approved claims components** ensures immediate “brand fluency” regardless of user background or experience
2. **Automated Content Pre-Checks** instantly visualize potential violative content or nuisance errors with analyses, suggestions, and prior approvals
3. **Focused Discussions** by highlighting topics for adjudication and resolution to speed of reviewer analysis/approval



SEM Benefits from Pre-Validated Components

Makes it easy to choose approved claims units from library to:

- Deliver compliant, character-limited SEM formats
- Generate multiple pre-validated headlines and description variants for testing and submission for review
- Ensure all messaging components are anchored to approved claims within a centralized library with MLR prechecking for confirmation

