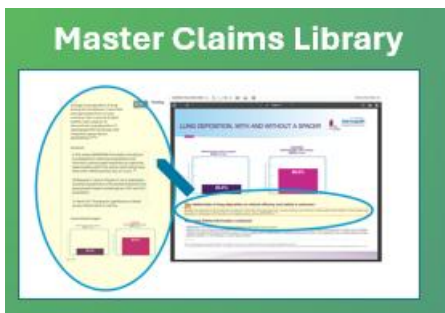




Compliant Omnichannel Content—Built In, Not Bolted On

For decades, life sciences organizations have operated under a fundamental constraint: compliant content is achieved only after rounds of review, revision, and delay. The process has been linear, fragmented, and reactive—forcing teams into a cycle of drafting, checking, correcting, and resubmitting.

That model is already becoming obsolete in a world of accelerating content velocity and intensifying regulatory scrutiny. A new paradigm is emerging where compliance is not a downstream checkpoint, but an embedded capability present from the first word written.



Replace After-the-Fact Review With Real-Time Claims Intelligence Across Channels

This shift is enabled by the combination of a **Master Claims Library** and **Model Context Protocol** transforming omnichannel content creation into a real-time, intelligence-driven system across every communications channel. The impact is immediate and profound:

Traditional Model

- Draft → Review → Revise → Delay
- Fragmented inputs across teams and tools
- Compliance enforced after creation
- High rework, slow approvals, operational friction

Emerging Model

- Draft with compliance intelligence for confidence
- Unified, structured inputs across all channels
- Minimal rework, accelerated approvals, scalable output

This is not incremental improvement. It is a redefinition of how regulated content is created, validated, and deployed across omnichannel ecosystems.

Breaking Down Enabling Technologies for Built-in Compliance

Teams no longer leave their workflow to search for claims, wait for downstream validation, and discover issues late in the process as follows:

The Master Claims Library centralizes, and structures all approved claims across brands, indications, audiences, and channels. Every claim is:

- Fully traceable to source and supporting evidence
- Tagged with rich metadata for precise retrieval
- Always updated (approved, revised, expired)
- Connected across products and use cases

The Model Context Protocol connects Master Claims Library intelligence to where content is created—emails, websites, modular content systems, etc. delivering:

- Real-time claim retrieval by context
- Instant validation against approved language and label alignment
- Automated detection of outdated, conflicting, or unsupported claims

This technology combination replaces disconnected workflows with a unified system that:

- Stores claims once and dynamically links them across all use cases
- Applies metadata to ensure precision and relevance
- Enables scalable reuse without compromising compliance integrity
- Aligns every claim to its supporting evidence and source

Teams are no longer searching, guessing, or repurposing outdated language. Instead, they build from validated, context-aware intelligence—ensuring consistency, accuracy, and alignment across the entire portfolio. Compliance is no longer an external checkpoint. It becomes an active, intelligent participant in the creation process itself.

The result is a continuous, connected flow of compliant content across every channel—without redundancy, inconsistency, or delay.

Organizations that adopt this model move faster, reduce risk, and scale content production without increasing operational burden. More importantly, they shift compliance from a constraint into a competitive advantage.