The Cost of Unnecessary Errors in Promotional Assets Submitted for MLR Review

Published data spotlight the significant cost implications and decreased business efficiencies that result when promotional assets with errors are submitted for review and approval by Medical, Legal and Regulatory (MLR)

The data highlight the need for drug and medical device companies and their promotional agencies to adopt Artificial intelligence pre-MLR review to increase business efficiencies and operational effectiveness.

Topline Survey Findings

It is estimated that:

➢ $2MM + for every 10 brands is wasted on promotional material rewrites which drain the bottom line and divert dollars from promotional investments

➢ 25% of a regulatory professional's time is wasted on redlining non-compliant materials submitted by promotional agencies

- When promotional review teams are forced to spend time on rewrites, time and money are wasted
- Furthermore, there is less time to optimize claims and review other promotional materials awaiting internal approval

➢ $100,000 - $150,000 per/brand/year is wasted by promotional agencies that develop and rewrite noncompliant materials

- These figures do not include the time spent by agencies developing the original materials submitted for review

The Role of Artificial Intelligence

Promotional review teams often feel pressured to review marketing materials quickly to support company goals and objectives, without compromising adherence to compliance and MLR requirements.

Inconsistencies in the quality of promotional content submitted for review remain an obstacle to speed and efficiency. Errors and missing context in material slow down the review process and reduce the percentage of approved materials. This adds cost and limits the agility and speed of executing the marketing strategy.

Historically companies rely on the material owner to manually precheck promotional content for quality prior to submitting materials for review.

A new cloud-based Software as a Service called SecureCHEK AI will improve the quality of promotional content coming into the review and approval process by using artificial intelligence, This can minimize the burden on the Medical, Legal, and Regulatory Review Team, reduce costs to the system and increase the speed of developing approved marketing materials.

Using machine learning, natural language processing and digital analytics, SecureCHEK AI automates the prechecking process. The software electronically populates a catalog with approved promotional phrases and required context, specific to brands and target audiences.

Then, SecureCHEK AI prechecks new content against the master phrase catalog to identify changes from approved messages. Users get immediate feedback and reporting of content as compared to approved promotional content for each brand and customer channel.

Content originators launch the software to begin comparing new messaging to approved catalog phrases. Pre-checking the last draft of the promotional asset immediately prior to submission for review provides the ultimate quality check.

The SecureCHEK AI Decision Support Center instantly reports out changes between new and approved content directly on the asset scanned for precheck. Once the asset is ready to be submitted for review, it can be uploaded with the Decision Support snapshot, which visualizes any remaining changes from approved content.

The phrase catalog is updated when the promotional asset is approved, so it's always current. SecureCHEK AI is compatible with any electronic promotional review platform

SecureCHEK AI helps the promotional review team make quicker decisions by automating, analyzing, and forecasting. The software offers many benefits including accuracy, consistency, and efficiency.

- All content creators and reviewers have access to current approved messages for each brand and target audience for branded and unbranded campaigns
- There is an easy way to pinpoint the differences between approved phrases and phrases which have been altered or changed
- The history of approved and rejected phrases are available in a database to avoid revisiting already approved content
- There is confirmation that the asset includes required disclaimers, annotations, references, and other qualifying statements for each promotional claim.
- There is a process to compare core (parent) materials against derivative (child) materials created from previously approved content.
- NonVariable content (e.g., ISI, legal disclaimers, reimbursement information, company contact information) are confirmed unchanged upon submission for review.

Use this ROI Calculator to Evaluate Your Potential Savings with pre-MLR review software

Sources for published data: *Rx Compliance Report Surveys: May 2010 Drug Information Association Conference; June 2010 Center for CBI Conference; CCC database of certification test scores. CCC corroborates these quantitative findings yearly through qualitative surveys.*