



Case Study: Content Management

How Life Sciences companies can revolutionize their content lifecycle management

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To transform their digital approach, Life Science companies can no longer ignore their complex content management needs or the impact a mediocre approach has on their business.

The volume of digital and traditional marketing content that Life Sciences companies produce continues to grow, and many are struggling to keep up. Content encompasses so many business assets: internal documents, reports, presentation slide decks, social media posts, website copy, images, videos, and everything in between. The bigger the company is, the more content they produce, and the more people involved in content-related activities.

The approach that a company takes to managing its content can be as important as the management of its products and services, intellectual property, or people. A mediocre approach will be felt across the company and weaken its overall performance.

Kyowa Kirin North America (KKNA) recognized this and, with our help, implemented a strategy to transform its existing content management and approval process into a true content lifecycle approach.

The results were beyond our most optimistic expectations and anticipated outcomes.

Transforming 4 essential elements of the content lifecycle management process

The content lifecycle is the full set of activities related to the management of content, from the beginning to the end of its existence in a company. This includes planning, creation, approval, distribution, maintenance, and expiration or retirement.

“Before we kicked off this transformational project with Campana & Schott,” explained Jay McMeekan, Head of Commercial Digital CoE at KKNA, “our legacy content processes were cumbersome. That’s not uncommon in the industry. Any kind of content produced by a pharmaceutical company is required to go through regulatory, legal, and medical approval. But our approach had too many steps and things would get bottlenecked. We weren’t using the tools that would help us collaborate and work more effectively. We needed to work smarter, and we knew we could.”



Our client's team identified and targeted four essential elements of their content management process for improvement: workflows, collaboration, content standards, and content tagging. Together, we defined and created a detailed action plan for each element, to which Campana & Schott brought its expertise in digital transformation and content lifecycle management.

Workflows

Simplifying and optimizing content management workflows is paramount. KKNA's original workflow had a total of 30 steps. After analyzing all the steps, dependencies, and users involved, the team reduced the number of steps to 18 by streamlining and clarifying the roles and responsibilities of the team members, as well as reducing the points of contact required between them during the review and approval process. We also created additional metadata fields, new document types, standard terminology and aligned compliance SOP, and upgraded methods of delivery.

Collaboration

Collaboration tools can make a world of difference in content management if team members believe in their value, know how to use them, and commit to using them. The client team had been using an out-of-box configuration of Veeva Vault PromoMats, a cloud enterprise content management platform designed for Life Sciences companies, but the solution required further configuration to leverage more of its features and better meet their specific needs.

In addition to helping KKNA reconfigure Veeva Vault PromoMats, we introduced Agile methodologies, which simplified the

decision-making process and increased collaboration between different internal teams. Unlike using a waterfall methodology, this allowed us to adapt faster and release, test, validate, and optimize changes in two-week cycles. Through multiple training sessions and the development of the team's first user manuals and help portal, we prioritized learning and knowledge sharing with users and partners. The manuals and portal will also be used as key training documents for onboarding new team members in the future.

Content Standards

Standardizing content makes it reusable, trackable, and measurable. KKNA selected an array of content standards that needed to be implemented in Veeva Vault PromoMats, including format requirements for the review process and final upload version, document design, use of component assets, and retention requirements for source files. As part of these new standards, we also implemented an expiration feature that tracks when assets expire or need to be retired from use and automated the process as much as possible. This is critical to maintaining an up-to-date, compliant content library.

Content Tagging

Defining clear content standards allows the impact of content to be measured across channels through the use of a universal content tagging model. To improve the quality of data collected and the flow of data between systems and teams, we implemented new system integration (with Veeva CRM), data fields, and a content release process to the sales field.

Reaping the benefits of content management done right

“The outcome of our efforts as a team has been remarkable,” said Shruti Gadhia, Senior Director of Regulatory Affairs at KKNA. “Everyone involved is impressed by the changes we made, how the new systems and processes have affected their individual work and our work as a team, and what it will mean going forward.”

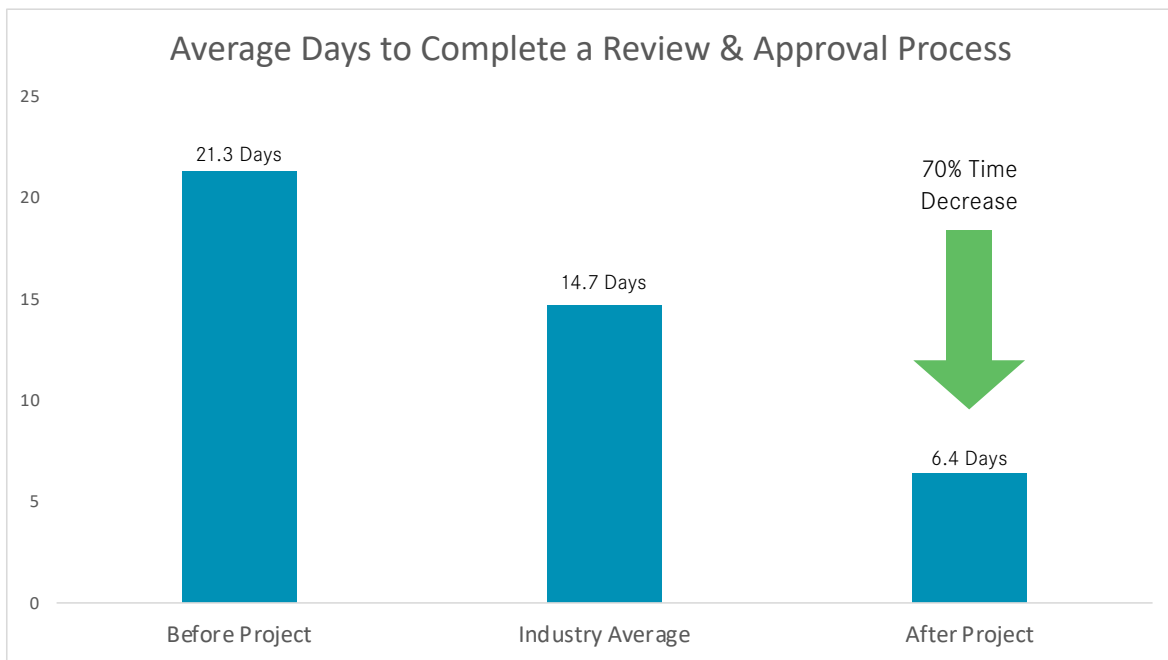
Implementing this content management strategy overhaul decreased the total time it takes KKNA to complete a full review and approval process by more than 70 percent. The industry average for this process is 14.7 days. We achieved an average of 6.4 days.

The content time-to-market was also reduced, and the user experience, compliance, and consistency improved. Impact measurement is now an integrated part of the process. As Paul Stevenson, KKNA’s Director of CNS Marketing, said, “We’re now working smarter, more efficiently, and generating better and more actionable insights.”

Better data means our client will be able to measure and analyze their workflow and the performance of their content (e.g., consumer experience, user behavior) more reliably. This will facilitate future optimizations and continuous improvement of their content management.

The strategies that are required to manage content today, including the growing scope and scale, must be responsive, cohesive, and customized to a company’s unique needs. Building an approach around the full content lifecycle will mean the difference between settling for mediocre results and creating a genuine content excellence hub.

“These changes have established a strong foundation of support for our current and future content needs,” said Jay McMeekan. “We’re celebrating the results – and ready to realize the benefits long-term.”



About Us

Campana & Schott is a leading business advisor to global Life Sciences companies. We partner with clients on their most important initiatives, from igniting innovation pilots to end-to-end business transformation.

Campana & Schott

Campana & Schott is an international management and technology consultancy with more than 500 employees at locations in Europe and the US. We shape the digital future of our customers and for more than 30 years have ensured the success of technological, organizational or entrepreneurial transformation projects – using an integrated and passionate approach. Our customer base includes numerous international corporations as well as large

mid-size sector companies. We can draw on more than 10,000 best practice projects at over 2,000 customers worldwide, and a follow-up contracting rate of over 90%.

Additional information:
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