INCREASE PROMOTIONAL REVIEW EFFICIENCY WITH

SecureCHEK® AI

Pre-MLR review software powered by AI

For the last two decades, pharmaceutical companies have used a manual process to:

- Create centralized libraries that house currently approved claims, phrases and messages
- Check the quality of promotional content going through review and approval
- Confirm that no inadvertent changes were made other than requested minor changes
- Implement label changes

SecureCHEK AI is now commercially available to provide the industry with state-of-the-art technology to automate a decades-old manual process and create modern marketing machines.

Many tedious manual processes can be replaced with AI. Organizations no longer have to build a custom AI solution with high development costs and complex business rules, which can be disruptive. SecureCHEK AI is easy-to-use with minimal start up time, making AI easy to pilot.

99% of pharmaceutical companies use a manual process to check promotional materials prior to MLR/PRC submission

25% of the survey respondents are satisfied with their current manual pre-checks of content prior to submission

75% satisfied with derivative content creation and review

44% satisfied with process for developing modular content

25% satisfied with pre-checks of content prior to submission

8% satisfied with the process for creating approved phrase catalogs

0% satisfied with process for updating phrase catalogs

When executing pilots, it's important to define use cases as companies look to automate.

Eliminate Preventable Errors Pre-MLR Review: To address the higher volume of content with the same amount of resources, companies are turning to AI to eliminate preventable errors in derivative content prior to copy review (review-ready assets). This includes missing context and mistakges in the ISI.

Create Claims/Phrase Library: To align all stakeholders on current approved messaging, companies are using AI to electronically populate claims/phrases catalogs that remain current and are accessible centrally.

Increase Content Reuse: With the need to develop more modular, bite-size content, companies are using AI to measure and increase the reuse of content that can be displayed across channels (channel agnostic).

Speed Up Label Changes: To increase inefficiency when making label updates, companies are using AI to quickly identify assets requiring updating and then quickly pinpoint where the change needs to be made.

Confirm Only Minor Changes Made: When minor changes are requested, other content in the asset may inadvertently be changed, leading to a new error. AI is helping companies confirm that no other changes were made.

It's important to determine where to implement AI to eliminate preventable errors in assets prior to their submission for review. There is an interdependency between content origination and review efficiency. **Consider the earliest point of content creation, which is typically executed by agencies.**

When integrating AI into an end-to-end process:

- Quantify the cost of executing basic processes manually. This **reviewer benchmarking survey** and **marketing survey**, along with an **ROI calculator** will help quantify time and money spent reworking poor quality content.
- Have a methodology for integrating AI into a company's process to automate a decades-old manual process of checking materials for accuracy and compliance.
- Imagine the future state and create a roadmap to achieve significant benefits with AI.