

2012

Estimated time lost by Regulatory Professionals due to non-compliant agencies equals

\$200K

\$100K

per brand, per year

Agency billings wasted due to non-compliance



Compliance Risks



High Costs



Slow to Market



Version Control



2014

Average Pharma marketing budget

\$19.4B

\$24.8B

in 2012

A decrease in budget means you have to do more with less



Pharma companies cite

4

major issues with their current promotional materials management

Current Challenges in Promotional Materials Management



FDA

- Changing regulatory requirements
- Increase in high risk specialty drugs



Marketing Team / Agency Vendor

- Collaboration is challenging
- Redundant work in multiple formats
- Costly MLR preparation

Process Bottlenecks occur during every stage in the approval process



MLR

- Complex process
- Time consuming reviews
- Bottleneck of materials
- New & evolving marketing channels
- Manual document hand-off



IT

- Managing multiple isolated legacy systems
- Traceability and Accountability



Global

- Need for shared assets
- Localized versions
- Redundant efforts with US to develop materials
- Cost prohibitive technology solutions

PARAGON

POWERING BUSINESS TRANSFORMATION

Paragon can help in both new implementations and process optimizations for Promotional Materials Management. Learn more at consultparagon.com or call us at 1-800-462-5582.

Copyright © 2017 Paragon Solutions, Inc.

Resources:

<http://www.statista.com/statistics/275384/marketing-budgets-of-us-health-care-companies/>

<http://www.fdl.org/docs/default-document-library/seng-panel---instilling-quality-in-promotional-materials.pdf?sfvrsn=0>