

CASE STUDY

Implementation of a Component Authoring Platform for Management of Standard Response Databases

Leveraging our expertise in execution of change management processes, our client successfully implemented a component authoring platform despite identified limitations.

Challenges

A top 10 Pharmaceutical client needed help with migrating large standard response databases to a component authoring platform that had several functional limitations and required significant customizations.

Solution

Med Communications provided solutions that fit the clients unique content needs and established easily adoptable workflows that allowed for a smooth transition to the new content management platform.

Impact

Partnership with Med Communications provided the guidance, support, and solutions needed for timely and successful execution of the clients' specific launch plans.

Background

Client: Top 10 pharmaceutical manufacturer with a plan to implement a new component authoring platform for content creation and management.

Med Communications provided support to an existing client that needed to evaluate and implement a new component authoring platform for its content creation process. This platform would allow for increased efficiency and consistency in the reuse of content across multiple documents in various global markets.

Challenge

After exploring a variety of platforms, the client selected Docuvera—a customizable component authoring platform, which had received positive reviews from other pharmaceutical companies. However, these reviews were based on the use of Docuvera with non-existing content. Med Communications was tasked with helping the client migrate large databases of existing content as well as establishing a new process for creating new content within Docuvera. This migration of standard response databases presented several issues that were both new and challenging, even for Docuvera. Content creation within a component authoring platform requires that medical writers adopt a different mindset that involves breaking up the document into individual parts or components and identifying ways to reuse them across other documents. In addition, while working within the Docuvera platform, multiple functional limitations integral to the content creation process were identified. For limitations such as the inability to delete references within the platform, Med Communications was tasked with creating workarounds or new procedures to address them.



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Solution

Med Communications was integral to the vetting process of the component authoring platform. Our scientific content team assisted the client in assessing the suitability of Docuvera by comparing the existing content creation process with the content creation process completed within the platform. To address the functional limitations identified within the platform, Med Communications collaborated with Docuvera to create custom solutions that fit the client's unique needs. Several validation tests were conducted to compare the quality and efficiency of Docuvera use to the client's existing processes. Med Communications helped the client clearly identify and establish new workflows that the medical writing team could easily adopt and quickly adapt to. Our team also assisted the client with the training needed by the medical writing team, for a smooth transition to the new Docuvera platform.

Business Impact

With Med Communications' expertise and support, the client successfully identified and implemented a component authoring platform for their standard response databases across different products and therapeutic areas. This implementation has led to increased efficiency in management and execution of standard response deliverables. Med Communications is currently working with this client to explore the component authoring platform for use with other scientific content deliverables, including slide decks, scientific narratives, and FAQ documents.

- **The client reported increased efficiency in the management of standard response deliverables due to the successful implementation of the new platform.**
- **With Med Communications, the client is researching expanding platform use to other deliverable types.**