**Embracing the Digital Evolution for Content Management**

Did you know marketing teams are churning out ten times more content today than they were just five years ago? Today, almost everyone spends more time managing the operational details of content management and production compared to actually using the assets for marketing and branding.

As the life sciences industry continues on this digital trend, we’re seeing a proliferation in content, global expansion, and evolving compliance requirements trying to keep up.

Of 250 global regulatory, marketing, and medical leaders\*:

* 89% rely on multiple systems
* 85% lack the ability to report on content status and bottlenecks
* 81% lack the required reporting for claims usage
* 39% lack an audit trail

(*Source: Veeva Life Sciences Commercial Content Management Survey*)

Many organizations in our industry currently rely on processes and technologies that are fragmented and can no longer sustain the explosive increase in digital content. As companies expand geographically, global sharing becomes cumbersome and maintaining compliance in the face of new and changing global medical device regulations more difficult.

Many medical device companies across the industry are now looking to transform how they manage their commercial content and digital assets. Streamlining processes across the global enterprise improves efficiency, visibility, and compliance, and is an essential investment.

Connecting the commercial digital supply chain in a single platform enables interaction between the authoring, approval, and distribution process. An end-to-end content and digital asset management solution eliminates system, site, and country siloes to streamline workflows. Instead of relying on email or piecemeal systems, stakeholders can all work from one system for a single source of truth.

According [to The State of Content Survey for Life Sciences from Accenture](https://www.accenture.com/t20160928T033756Z__w__/us-en/_acnmedia/PDF-33/Accenture-Strategy-Digital-Moving-Beyond-Like-live.pdf), 70% of MedTech respondents expect the amount and frequency of content to continue to increase over the next two years. Now is the time to embrace the digital evolution for content management and rethink content strategy and work to streamline daily operations.

If you’re interested in continuing the conversation, send me a message, shoot me an e-mail, or stop by our Veeva Booth at the 8th Annual Digital Marketing for Medical Devices in Minneapolis, MN on August 6-8.