LTIMindtree's

MLR Solution

December 2024

LTIMindtree

Traditional Promotional Material Review Process is Complex

Costly Fines

Amount paid by life sciences companies in the U.S. to settle False Claims Act violations and off-label promotions in 2022

Increased Competition

Annual increase in average annual drug approvals.

Slow Review Cycle

Slow pace of reviews

Organisations face two key challenges while reviewing promotional material

Reduced Agility and Flexibility

Lengthy Review Cycle Time hinders efficiency and speed

Managing high volume and different claim types

Difficulty in cross-functional collaboration

Navigating Complex Regulatory Guidelines

Ensuring compliance to regulations

Keeping up with regulatory changes

Navigating diverse global regulations

We understand various challenges faced by various personas in MLR

Product Owner

- Aligning global content for local markets
- High Cycle Times for Review
- Disparate MLR Process
- Insufficient Content Quality

Content Creator

- Creating channel-agnostic content
- Hyper-personalization
- Shift in customer expectations
- Frequent reiterations due to changes post MLR

Marketing Reviewer

- Ensuring alignment with multiple versions of branding guidelines
- Localization of marketing content
- Navigating cultural sensitivity

Medical Reviewer

- High volume of evidence-data
- Manually linking claims to references
- Increased demand of evidence-based insights
- Complexity of omni-channel campaigns

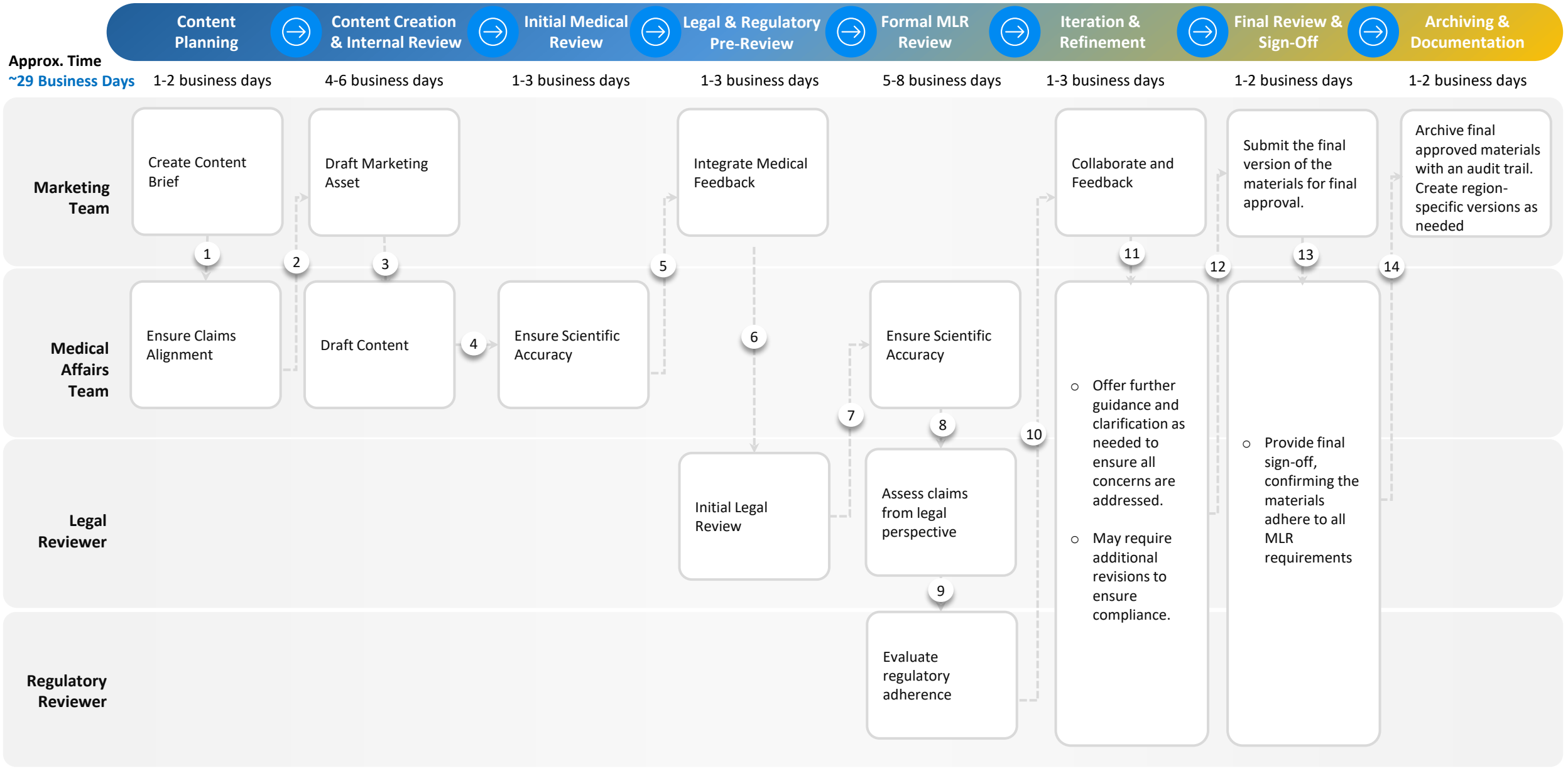
Legal Reviewer

- Difficulty in collecting evidence for claim substantiation
- Addressing trademark issues in different jurisdictions
- Navigating complex legal regulations

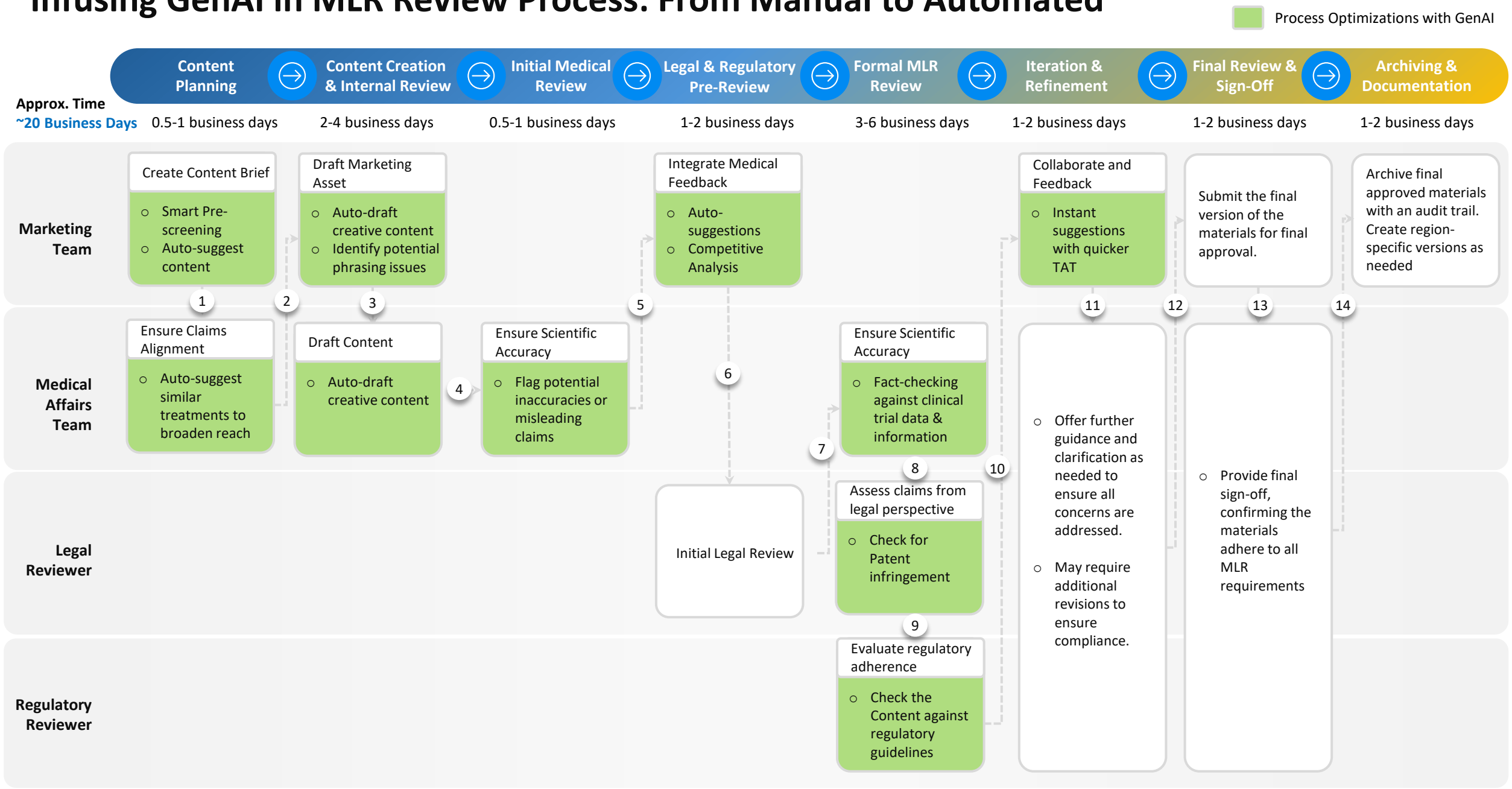
Regulatory Reviewer

- Ensuring compliance for new content types, channels and platforms
- Staying abreast of emerging regulations
- Managing Diverse Global Requirements

Current MLR Workflow: From Content Planning to Marketing Asset Launch



Infusing GenAI in MLR Review Process: From Manual to Automated



LTIMindtree can help in seamlessly integrating MLR review during content creation

Content Creator

Generate novel promotional content for prescription drugs.

Develop content following FDA 21 CFR 202.1 guidelines.

Support multiple type of ad copies

Repurpose existing promotional material

Support Multi-Lingual Translation for Global Communication

- Content Hyper-Personalization
- Power content creation teams with omni-channel marketing

Review Assist

Assess promotional content against regulatory guidelines

Identify 15+ potential compliance issues in the ad copy

Provide suggestions for corrective measures.

Support the assessment with compliance report

- Ensure High Quality Content Creation
- Reduce Review Cycle Time

Smart Template

Assemble promotional content based on pre-approved formats

Use company style guides to developed promotional content

- Ensure Consistency and Compliance with pre-approved templates

Key Results

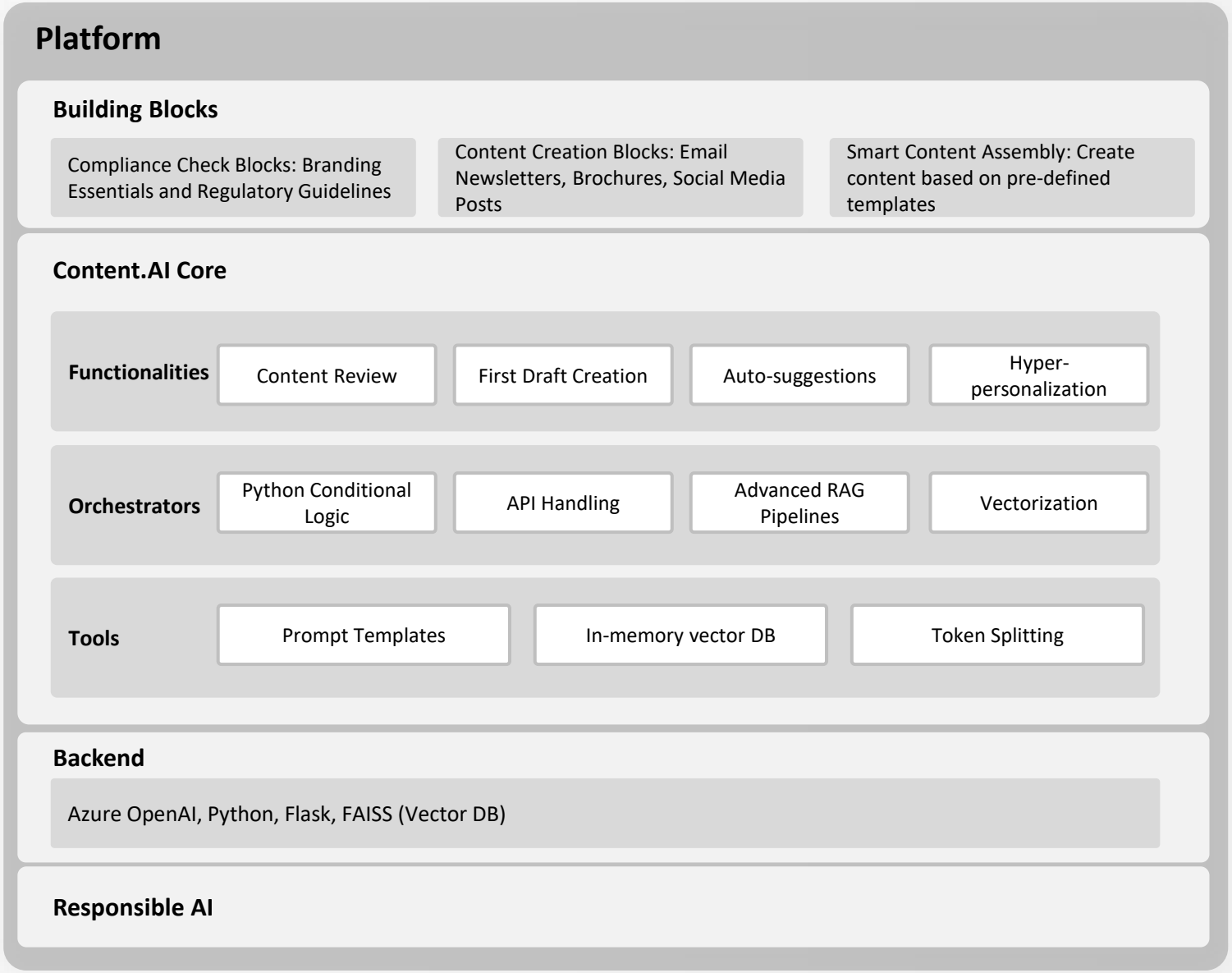
Reduction in Review Cycle Time

Increase in Patient Engagement

Reduction in Turnaround Time

A robust and secure platform is the cornerstone to our product architecture

We have built a **robust platform** with powerful content review, content creator blocks and smart content assembly blocks.



Content.AI Highlights

Key Functionality

- Content Recreating Using Existing Content
- Content Review Based on Regulatory Guidelines
- Integration with existing Content Management Tools
- AI-Powered Matching Algorithms

Security & Governance

- **Role-Based Access Control**
- **Comprehensive Guardrail Approach:** Layered security measure for identifying prompt injections, offensive messages etc.
- LLM generated code is executed in **Isolated Python Environment** to ensure security & Interference with host system

Continuous Improvement

- **User Feedback**: Collect and analyze user feedback to identify areas for improvement and implement changes accordingly.
- **Internal Audits:** Conduct regular internal audits to ensure ongoing compliance with regulatory standards and identify potential areas for improvement.

Scaling Content.AI with S.A.I.G.E

01. Strategize | **02. Accelerate** | **03. Institutionalize**

Assess

Enterprise Gen AI Readiness

Client Requirements

- Company's Style Guide
- Country-specific Regulations
- Marketing Strategy

GenAI Maturity

- Data Organization
- AI Governance and Policy
- Sufficient Safeguards

Current Tech Landscape

- Infra and Network Requirements
- Data Infrastructure

Pilot

Rapid prototype

- Develop and Testing Prototype
- Refining based on feedback
- Evaluate results

Scale

Deploying pilot to production

- Cost-Benefit Analysis
- Performance Monitoring
- Model Maintenance and Validation
- Resource Optimization
- Standardized Protocols for updating and versioning models
- Ensure Seamless work integration
- Data Management and Scalability (Data Processing, Data Quality)

Adopt

Driving AI led Change

- Change Management

04. Govern

Address key considerations at Program, Technology, Compliance, People & many more level with the right Enterprise AI Governance`

05. Enable

Anchor all your Gen AI imperatives through the right operating model that augments capabilities through hyper focussed initiatives & best in class tools to drive simplicity , clarity, and speed in execution

Thank You!