

# LTM enables seamless integration of MLR review into the content-creation lifecycle

# LTM

## Content Creator

Develop new promotional content for prescription products.

Ensure materials comply with regulatory and internal guidelines.

Support various promotional formats and ad versions.

Adapt approved assets for use in multiple campaigns and channels.

Provide multi-language translation for global outreach.

- Hyper-personalized content at scale
- Greater enablement of content teams for omni-channel execution

## Review Assist

Evaluate promotional materials against medical, legal, and regulatory guidelines

Detect potential compliance risks and content gaps (e.g., 15+ issue patterns) within ad copy

Recommend corrective actions to improve compliance and clarity.

Generate a structured compliance assessment report to support reviewer decisions.

- Higher-quality, compliant content creation
- Reduced review-cycle duration and rework

## Smart Template

Assemble promotional content using pre-approved formats and modular templates.

Apply enterprise style guides to ensure brand consistency and appropriate claims language

Improve standardization and compliance by design through controlled templates

- Consistent output aligned to approved standards
- Faster production with fewer compliance deviations

## Key Results

Reduction in Review Cycle Time

Increase in Patient Engagement

Reduction in Turnaround Time