



AN MLR HANDBOOK

# Best practices to improve promotional reviews for Life Sciences content





# The increased demand of medical, legal and regulatory reviews.

Ensuring the accuracy of medical, legal and regulatory reviews is increasingly important but has the ability to significantly slow us down on our mission to deliver promotional content. It can reduce time to market, conflicts with deadlines and drains out content creators and others involved in triaging stakeholder feedback.

**Are there efficient ways of meeting the MLR review process while speeding content delivery?**



# 6 best practices to win over the MLR review process.

Although you can't get around the increasing demand of regulatory reviews, there are a number of things your team can take on today to help speed through your review process.

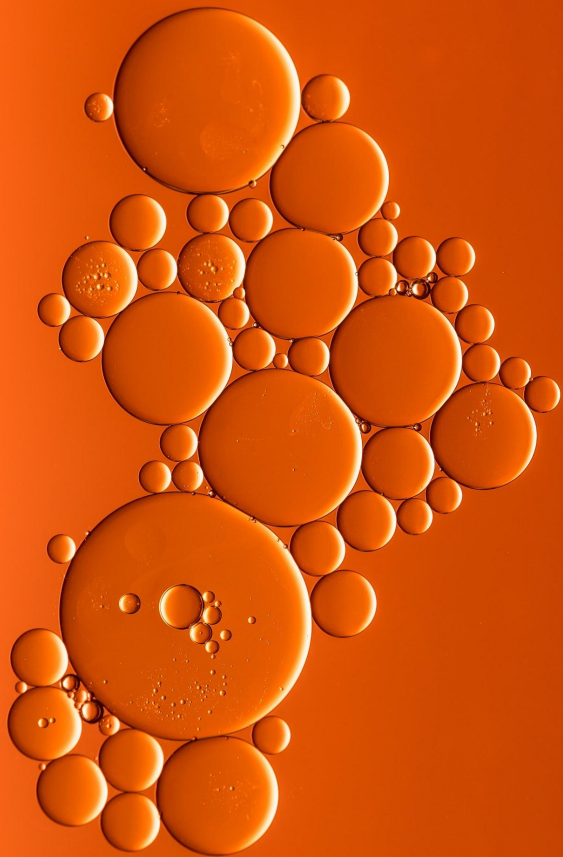
**We've gathered 6 ways our clients speed up their content delivery times.**

# 1. Elect a champion.

Getting everyone aligned on the status of the promotional material approval is hard. In our empathy sessions, we hear that the most common pain point within the review process is having open-ended dialogue between stakeholders that ultimately leads to unresolved feedback. That's why many of our clients choose to rally a review champion. This person is ideally someone who understands

the importance of the review process, is highly organized and deadline driven.

By electing a review champion, your team eliminates some of the common symptoms of lack of ownership and clarity specific to your approval workflow. The champion's role is to keep all participants of your approval process honest by ensuring adoption of the systems selected and governing the status of stakeholder approval. They also focus on addressing unresolved feedback, getting everyone like medical writers, exactly what's required to make the next revision. Although not always a formal role, the review champion is critical to the success of your process by keeping everyone focused on deadlines and outcomes.



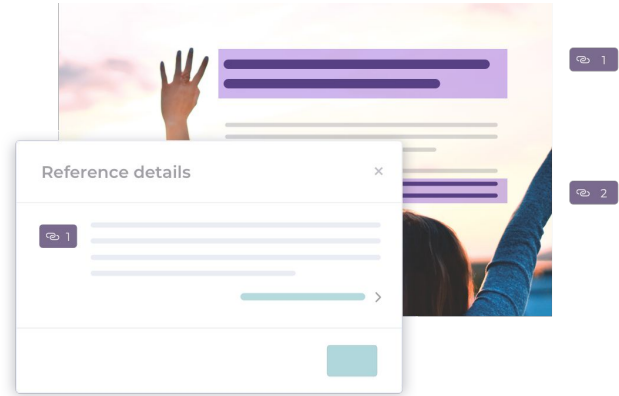
## 2. Acknowledge when you're stuck.

Many of our clients suggest that the most practical way to manage stakeholders during your review process is to call out where you're stuck or having your doubts on a particular piece of text. It's better to get everyone involved on the issue when you first encounter it, then to address it further down the review line.

# Provide easy-to-understand references to claims.

With Papercurve, we've designed a simple alternative to emails and word processing files that allows our users to effortlessly reference claims in their promotional materials.

Take adding a comment and tagging your Fact Checker for an immediate answer as an example.



Simply upload the reference file and then link the claim in your promotional material back to the reference upload. When your reviewer is notified to view your question, they can **easily see the exact line of text in the reference side-by-side with your claim in the same window.**

It's that easy.

# 3. Align your single source of truth.

In an earlier blog post, we discuss the negative impact emails are having on the review process. We know firsthand from our clients that email-based approvals are compromising content delivery time.

**From version control issues to the manual need to consolidate feedback from multiple email threads**, it's important to stick to your current process to request and manage reviewer comments during each feedback round because, well...it's just faster and more efficient.



# 4. Get feedback at every round.

Sounds simple, but we all fall victim to making side-changes either because stakeholder feedback just came through or because we've adjusted a small line of text to flow more naturally.

In either case, making changes this way complicates your process and despite your attempt to save time long-term, you may just be creating more work for yourself further down the line. It's best to do the work upfront to consolidate all comments and then set aside time to adjust your content accordingly—once you have all the feedback.

The screenshot shows a Slack message from Brandi Olson (AS) dated February 21. The message text is partially visible: "Hey Norman, yeah I know what you're saying. I spoke with Carolyn and in the end the best option. Carolyn's rationale makes sense, it's just to all".

Overlaid on the message is a table with the following data:

BU	Ben Underwood Compliance	APPROVED ✓
BH	Bill Hammond CEO	APPROVED ✓
BO	Brandi Olson Medical Writer	APPROVED ✓
CN	Carl Nelson Legal	WAITING ⌚
CB	Celsa Boyd Marketing	WAITING ⌚
MV	Maude Valdez Author	OBSERVER 🔒



## 5. Prioritize critical work (and complex stakeholders).

First and foremost, sit down with your checklist of to-dos and go through what's urgent and what's critical. Often when we seek out our task list, we're looking for the next area to focus our energy.

As humans, we are compelled to take the path of least resistance, focusing our efforts on what may seem easiest to complete, versus what is harder and perhaps even more critical. So next time you are reviewing your task list, consider this a reminder from your future-self to assess your tasks by asking, "what is most critical"? A good way to narrow down on multiple critical tasks is, "what will require more lead time"?. If there are various rounds of feedback required, or a complicated set of reviewers, it's best to give yourself ample time by being proactive with the task deliverables so you can avoid running into a bottleneck further down the line.

## 6. Stay informed.

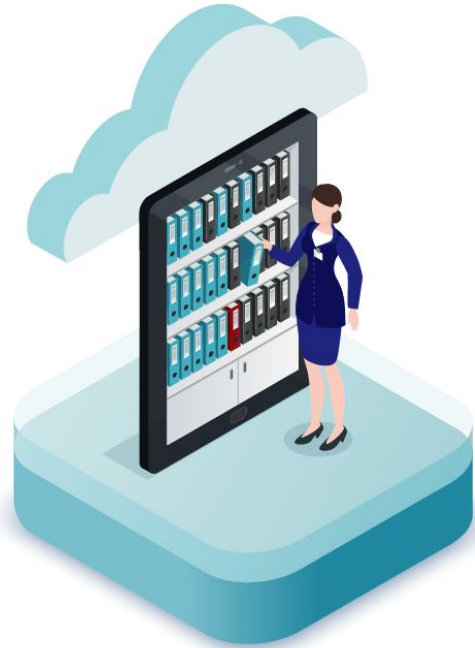
When it comes down to reducing regulatory bottlenecks, the best way to do this is to become informed—or at least get to know someone who is! Attend events, follow an industry leader on Twitter or find a reputable podcast show host!

Luckily, there's never been an easier time to stay informed of the regulatory requirements impacting your industry. And if networking and social media aren't exactly your style, podcasts and audiobooks are another helpful way to find and consume content on almost anything you can imagine.



# About Papercurve

Privately owned and independently operated, Papercurve is a simple and affordable cloud-based solution made to streamline the review and approval process for small to medium-sized teams in North America.



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**Get Papercurve.**

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