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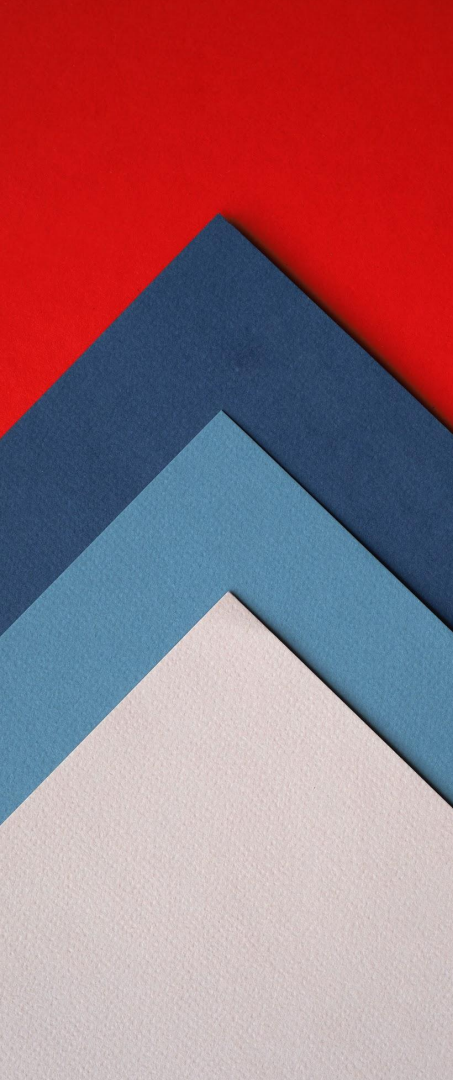
Best practices to improve compliance reviews for Life Sciences content



The increased demand of compliance reviews.

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

Are there efficient ways of designing the MLR review process to ensure accuracy and meet deadlines?

7 best practices to streamline the compliance review process.

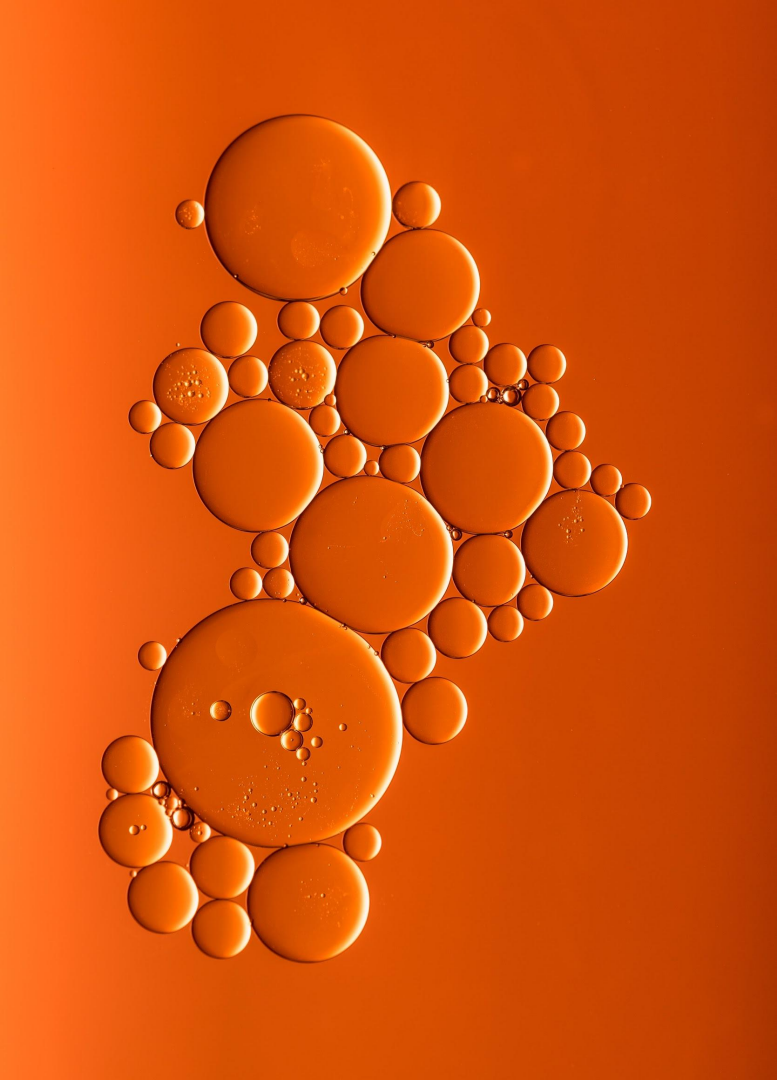
Although you can't get around the increasing demand of MLR reviews, there are a number of things your team can take on today to help speed through your review process.

We've gathered 7 ways our clients make their compliance reviews more efficient and meet deadlines.

1. Appoint a champion.

Getting everyone aligned on the status of the promotional, scientific or educational material approval is hard. In our customer research, 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.

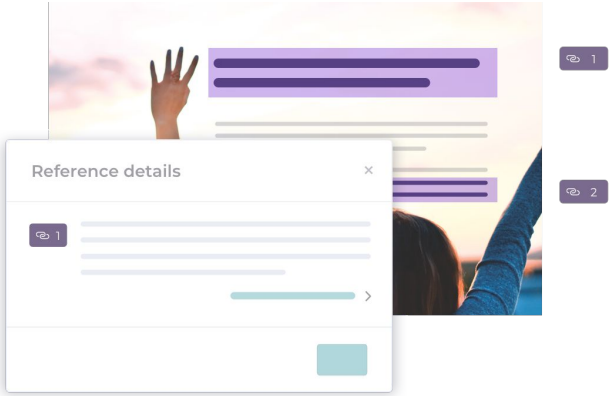
By appointing a review champion, your team eliminates some of the common symptoms of lack of ownership and clarity specific to your approval workflow. The champion's role is to keep all participants of your approval process honest by ensuring adoption of the systems selected and governing the status 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 content. It's better to get everyone involved on the issue when you first encounter it, then to address it further down the review line.

3. Give your claims context with comments and references



Your MLR review team will often be geographically dispersed and have varying levels of education and experience.

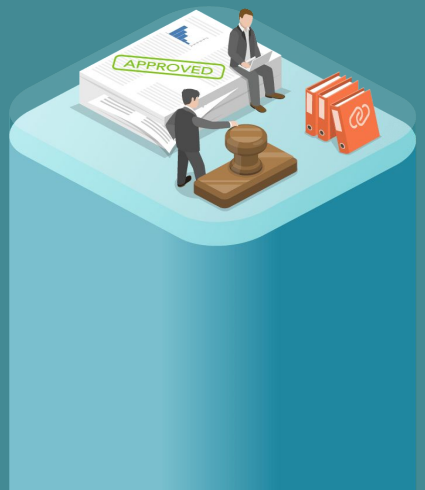
You will want to guide their attention. If a safety or efficacy claim is being made, make it clear when it is being made and clearly link to the supporting clinical trial report. Don't make them read all 500 pages, highlight the relevant section for them.

Papercurve is an example of a tool that helps you do just that. Simply upload the content being reviewed and the supporting reference file.. Highlight the claim in your content, click the reference icon and then highlight the section of the reference file that supports the claim. All other reviewers will see all claims highlighted in purple and clicking on them will bring up the section of the supporting reference file.

4. Have a single source of truth.

In an earlier blog post, we discussed 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.

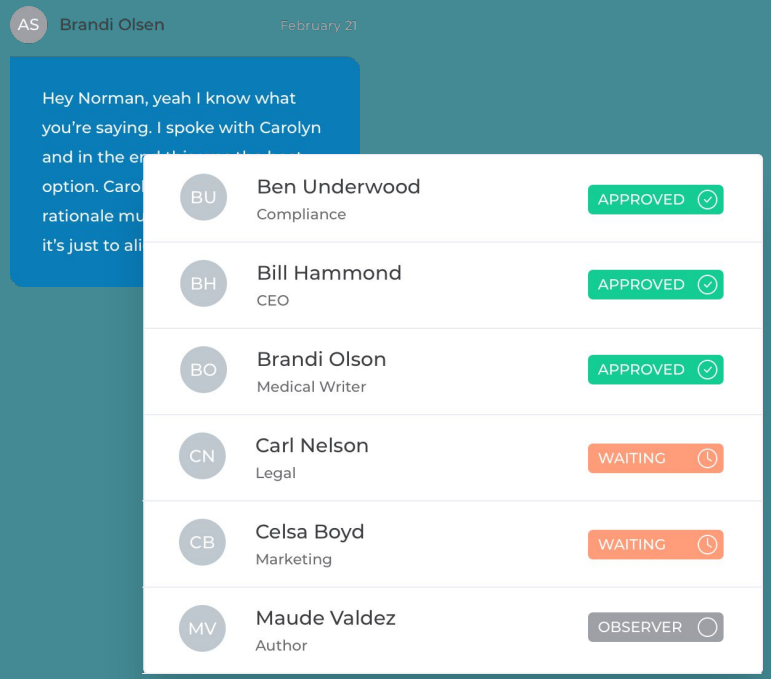
From version control issues to the manual need to consolidate feedback from multiple email threads, it's important to have a single source of the truth that ensures comments are consolidated and visible to the whole team on the correct version of the content. This will make your review process more efficient and provide an audit history should you need it down the line.



5. 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.



6. 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 tempted to take the path of least resistance, focusing our efforts on what may seem easiest to complete, versus what is harder and perhaps 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.

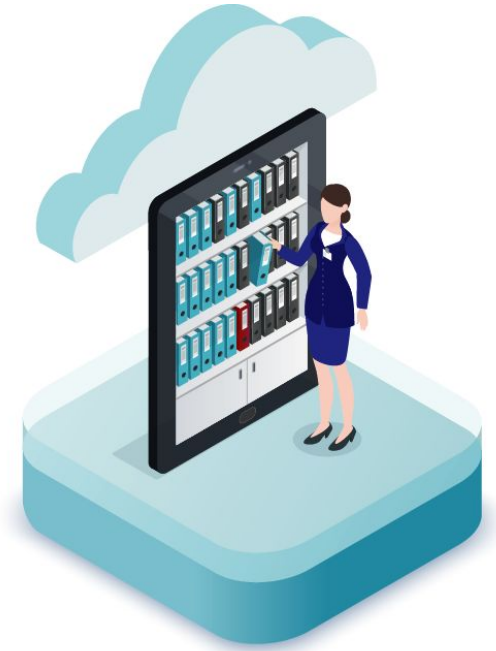
7. Stay informed.

When it comes down to reducing MLR review 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. A good agency account manager will often have valuable knowledge of tools and best practices acquired from working with a wide range of Life Science companies.

About Papercurve

Papercurve is a simple and affordable cloud-based solution made to streamline the review and approval process for Medical Communications and Marketing teams in Life Sciences.



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