

Content Review Committee Coordinator Services



Medical, Legal, Regulatory (MLR) & Promotional Review Committee (PRC) Coordinator Services

In the Life Sciences industry, a company's mission depends on getting relevant messaging to patients and Health Care Professionals at the right time. That can only happen if a company is able to produce messaging with great agility. While technology plays a key role in this process, having the right training and processes are equally important. A common perception is that some tools hamper the ability to get this message out. This is not the case when you have a best-in-class content management talent who know the processes and the tools. It is often the lack of end user adoption that inhibits the approval process. Our experts can turn your team into superusers.

Accelerate Content Approval by Empowering Users

How we drive value

- Ongoing Training & Support
- SOP Review and/or Creation
- API Integrated ECO System Support
- Reference, Claims and/or DAM (Digital Asset Management) Library Creation
- Enhance your Promotional Materials MLR/PRC/MRC Review Process
- Accelerate Content Approvals by 40%
- Assist in Providing your Field Teams with the Most Current & Compliant Content
- Breakdown Departmental Communication Silos Globally

Our Technology Partners



Here is how we can help...

Process Governance & Initiation



- Draft Standard Operating Procedures for the MLR/ PRC content review and approval processes
- Create Work Instructions for processes (Label Updates, Expiration/ Withdrawal, Reference & Claims Library, DAMs)
- Train / re-train stakeholders (content providers & Agencies) on processes and technology use as needed

Coordinator Services



- Ensure feedback collection, processing and approval of messaging materials within the prescribed time
- Establish &/or maintain the MLR/PRC review calendar/agenda
- Schedule all review sessions with relevant stakeholders
- Assist in reporting

Knowledge Transfer



- Conduct knowledge transfer with client’s internal MLR/PRC Coordinator(s)
- Offer Best Practices Solutions
- Coordinate communication & training of new/revised functionality in content management software such as Vault PromoMats / Aprimo / Pepperflow

Integration Assessments



- Manage the maintenance of content into MLR/PRC and Customer Relationship Management (“CRM”) systems as needed
- Identify continuous improvement & enhancements to improve efficiency
- Further procedural and cost optimization by recommending best practices for software use and adoption



“...BridgeView has been a wealth of PRC knowledge... and provides follow up remarks in assistance to the PRC process. Without their assistance; submissions, responses, timelines, would be significantly delayed. They understand the needs of the organization which is an extreme asset to this role...”

Assoc. Director, Global Promotional Review
Leading Oncology Company



BridgeView Life Sciences has the team, tools, and expertise to implement processes, technology, and staff to get your operations running smoothly.



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