



Abiomed Accelerates Content Approvals by 40% While Doubling Content Volume

HIGHLIGHTS

2x

increase in commercial content volume

40%

reduction in document approval time

30%

increase in approved documents

When David M. Lederman founded Abiomed in 1981, it was with the mission of developing the world's first artificial heart. In 2001, Abiomed fulfilled that mission when its AbioCor device became the first artificial heart successfully implanted in a patient. Over the years, heart health has remained the company's focus, but with its purchase of ventricular assist device company Impella CardioSystems in 2005, Abiomed moved from a mission of heart replacement to one of native heart recovery and saving lives.

This mission depends on bringing the most advanced and innovative technology to patients and physicians—and that can only happen if Abiomed is able to get the word out about its products in the most efficient and impactful way possible. While technology plays a key role in this process, as the marketing operations team found out, having the right training and enablement is equally important to delivering relevant content with speed and agility.

ABIOMED – AT A GLANCE

- Company size: 1,500+ employees
- Headquarters: Danvers, Massachusetts
- Solutions: Veeva Vault PromoMats



The right tool but not enough traction

When Advertising and Promotional Compliance Manager Michele DeSoto joined Abiomed in 2017, the company's ability to get this messaging out was hampered by its content management capabilities. Although the company had installed **Veeva Vault PromoMats**, which would enable it to gain control of its digital assets and medical, legal, and regulatory (MLR) review process, the life sciences content management system wasn't being used to its full potential. "We bought a best-in-class solution, however, were only using the base capabilities," says DeSoto.

With the company's need for content only expected to grow, DeSoto knew it was time to shift Abiomed's use of Vault PromoMats into high gear. She quickly got to work helping the marketing organization move from reactive mode—in which it was constantly putting out fires and scrambling to answer questions—to proactive mode. But it would require some serious change management to get there.

Empowering users with robust training

In short order, DeSoto created a team to oversee the solution's use—including three full-time trainers for the content management system, Vault administrators in each region to offer round-the-clock support, and a group of document curators who act as librarians to ensure that the company's digital asset management (DAM) library remains well-organized, up-to-date, and accessible to all.

DeSoto's efforts paid off. Now, using Vault PromoMats is the standard for Abiomed employees and the approved external users they work with, such as outside agencies, contractors, designers, and videographers. Even Abiomed customers and consumers can access a range of content (including **heartrecovery.com** and the **Abiomed Academy**, which provides self-guided online training for cardiac interventional specialists and patient care providers) through an integrated ecosystem with Vault PromoMats at the center.



The bottom line is that Vault PromoMats keeps everyone communicating across the team, and when that's happening, we can all see what content is most relevant to our customers.

— Michele DeSoto, Advertising and Promotional Compliance Manager, Abiomed

Accelerating content creation

As a result of the uptake in Vault PromoMats users, Abiomed's commercial content has more than doubled, while the approval time for that content has decreased significantly—from 4.9 days in 2020 to 2.9 days in 2021. DeSoto credits the ease of use and single point of truth facilitated by Vault PromoMats as helping achieve company-wide efficiencies for regulated content management and distribution.

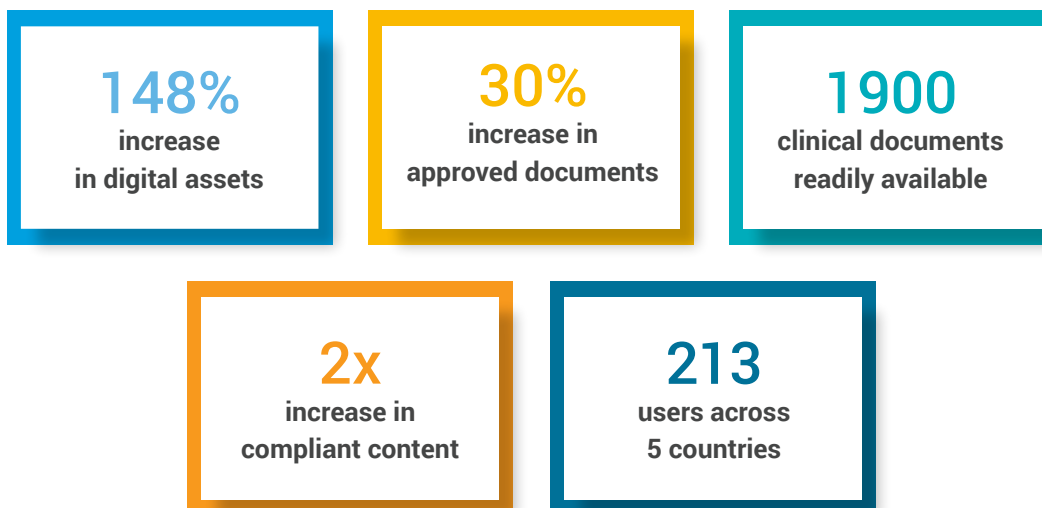
Today, says DeSoto, "It's easy to stay one step closer to customers. Each week, we look at clinical papers and decide what content is important to include in our promotional materials, and how we can localize for different regions and countries. The ability to report on substantiated claims linked to promotional material ensures we stay compliant while we continue to invest in our product value and messaging. The bottom line is that Vault PromoMats keeps everyone communicating across the team, and when that's happening, we can all see what content is most relevant to our customers."

Indeed, one cannot underestimate the competitive advantage this seamless communication confers to members of Abiomed's field team, who now know that all the presentations, videos, printed materials, photographs, logos, and more that they share with healthcare professionals (HCPs) and patients contain the latest fully approved content.

This not only strengthens Abiomed's brand messaging, it also fuels the company's growth globally, as the team finds new ways to leverage the rapidly growing library of compliant, current content. Best of all, using Vault PromoMat's business objects and adjacent technology integration means that when something changes in Vault, that change is reflected in all the applications that make use of the information (including in PowerPoint presentations, videos, and more).

Building efficiencies with Vault PromoMats

At the end of the day, the statistics speak for themselves. Since fully adopting Vault PromoMats, Abiomed has seen:



As Abiomed continues its journey with Vault PromoMats, DeSoto expects its users to find new ways to leverage the solution. As an example, she pointed to the explosion of videos that resulted from the COVID-19 pandemic, which forced the company to take their in-person customer case sessions online in live streamed video. While Abiomed initially had to upload the videos to a distribution package because they were too big to view, the company can now upload them directly to Vault, where they can then be reviewed and approved through the MLR process.

With Abiomed now leveraging all capabilities of Vault PromoMats, across the organization, they can tackle further content optimization efforts at full speed.

