

One Team, One Voice: The Impact of Centralized Medical Content Development



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OBJECTIVE

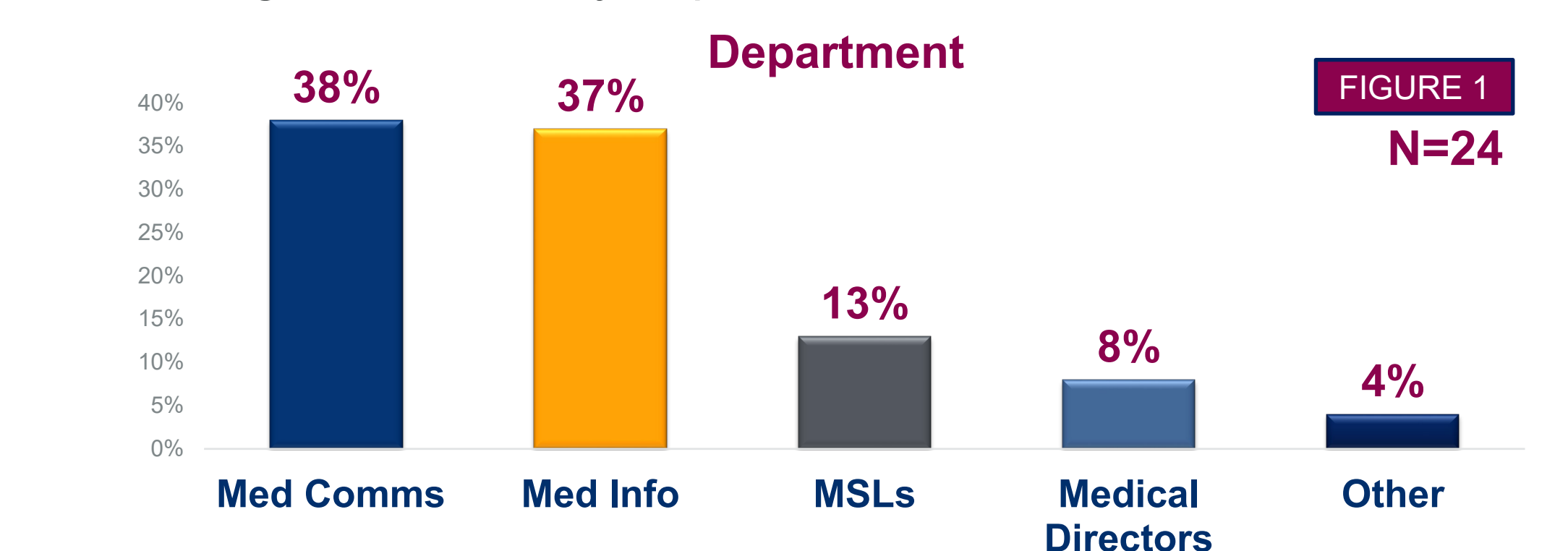
A survey was conducted to better understand Medical Affairs (MA) professionals' strategies for medical content development, utilizing centralized versus decentralized medical content creation, and assess the adoption of structured authoring and AI-enabled solutions to improve scalability, consistency and efficiency in medical content development.

METHODS

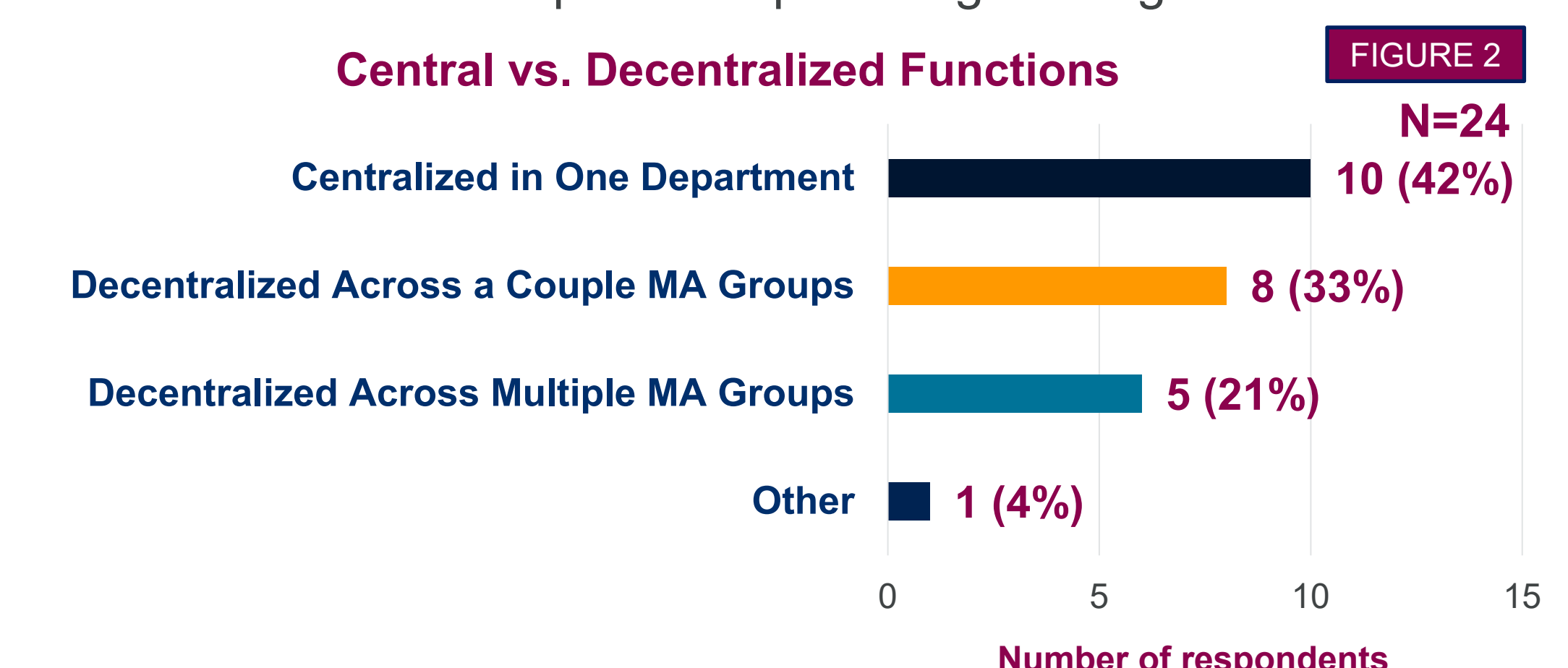
- In 2024, EVERSANA's Medical Affairs leadership sought industry insights via an online questionnaire distributed on LinkedIn to MA professionals, including Medical Information, Medical Communications and other relevant functions.
- The survey contained 13 questions covering literature alerts, medical content development, structured authoring and AI adoption.

RESULTS

Twenty-four MA professionals completed the survey, with the following breakdown by department.

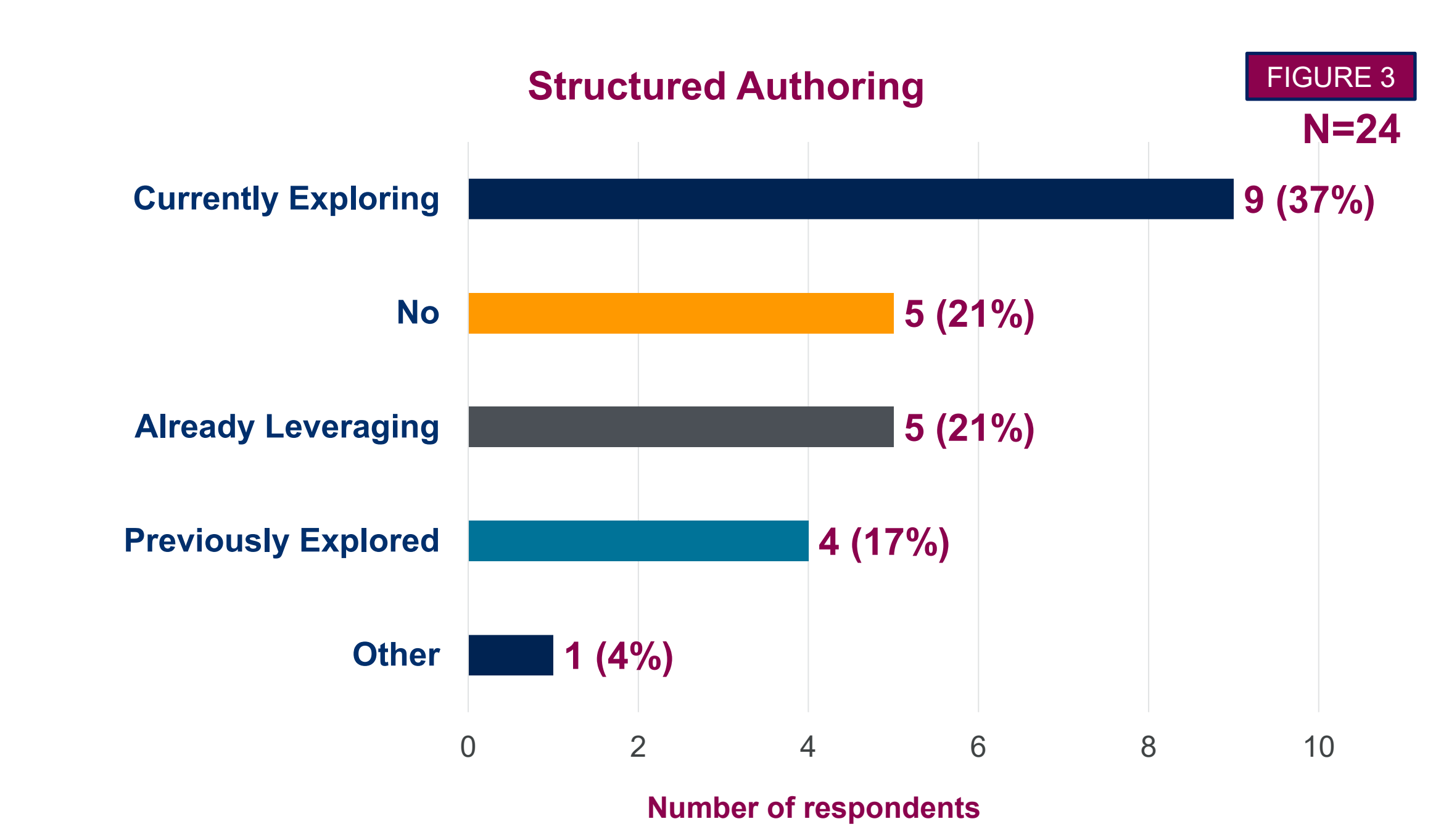


Results show a trend toward centralizing medical content development, with 45% (n=10) adopting centralized processes with a centralized department providing oversight.

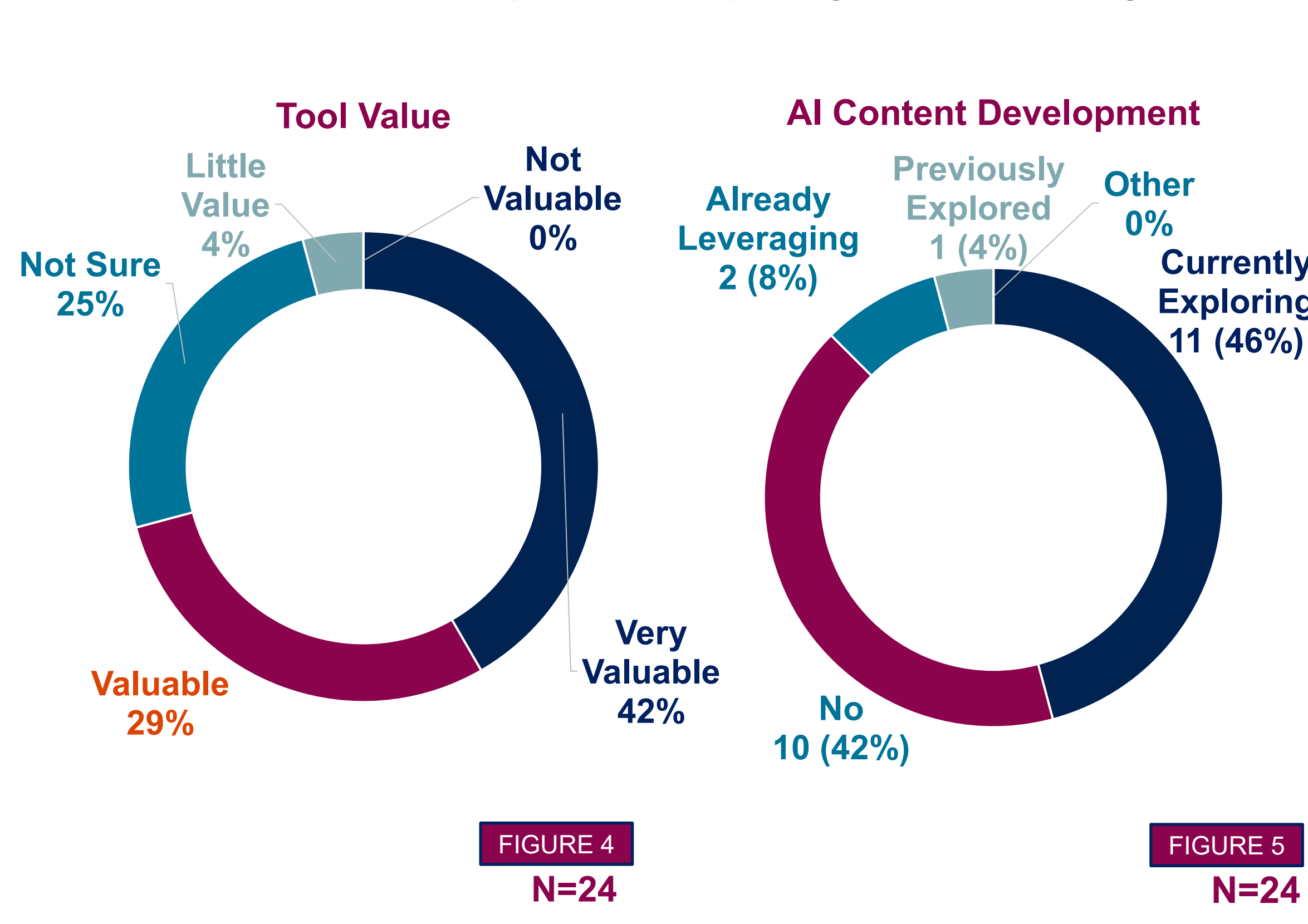


RESULTS

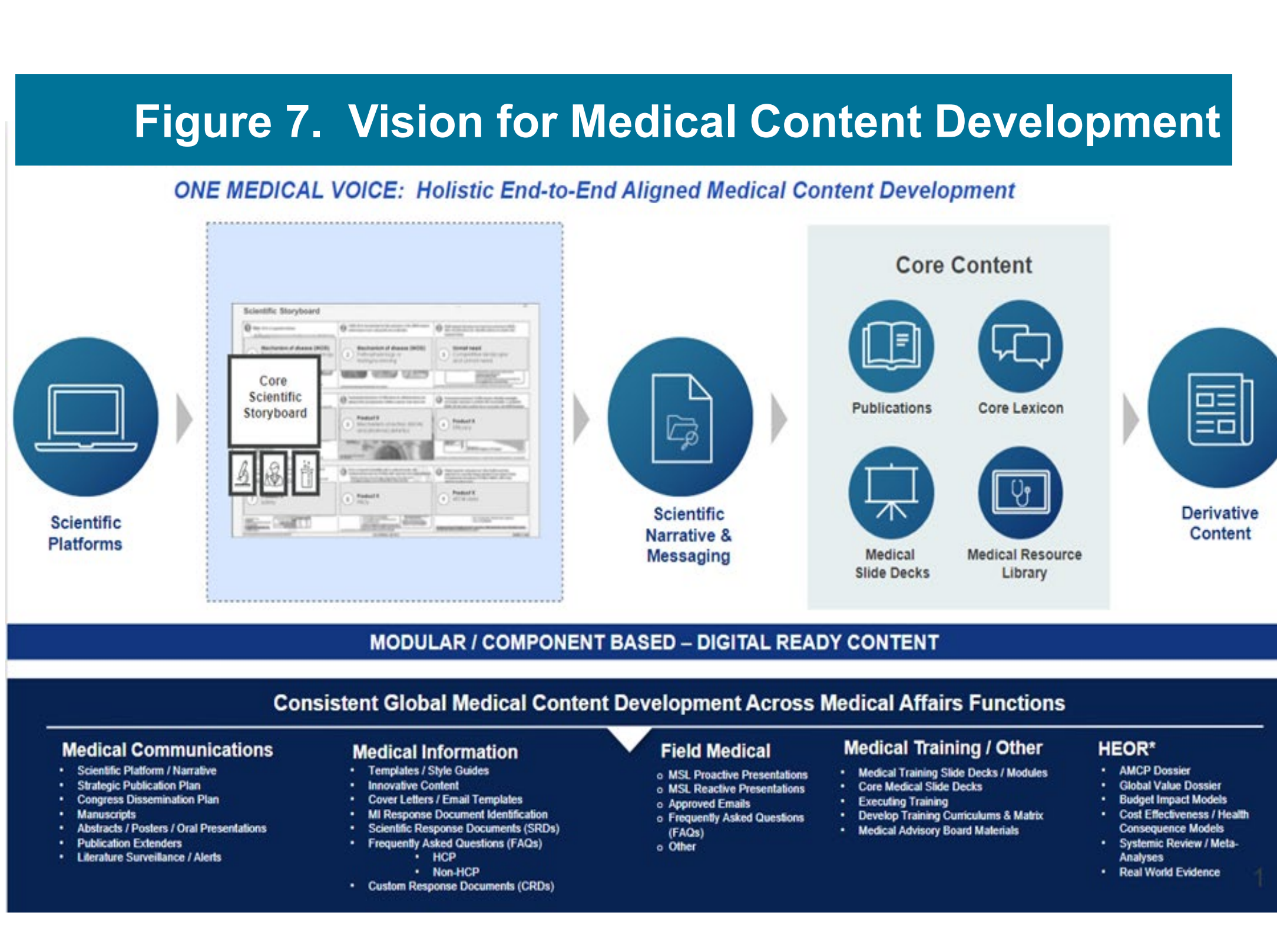
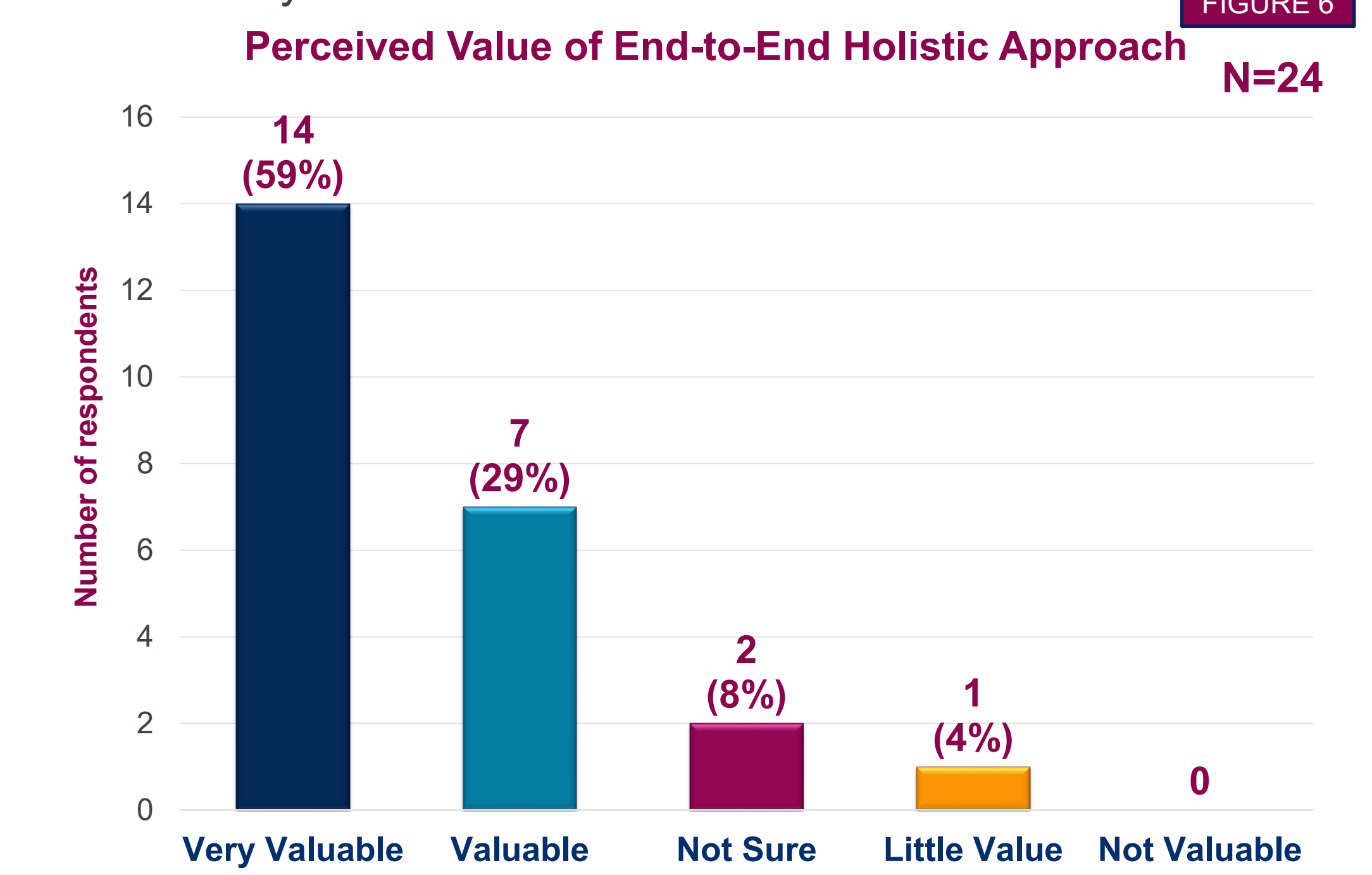
Structured authoring and modular content creation are being explored or utilized by only 38% of respondents, but 68% believed that structured authoring tools would significantly enhance content reuse and consistency (Figure 4).



AI-enabled solutions for medical content development are gaining traction, with 46% of respondents exploring these technologies.



About 88% (21/24) of the respondents supported (valuable/very valuable) a holistic approach, emphasizing reduced redundancies, better alignment and greater flexibility (Figure 6 and Figure 7). The results highlight a strong preference for scalable, centralized content strategies that leverage digital mindset, reducing redundancy and ensuring consistency.



CONCLUSION

- The results of this survey emphasize the transformative potential of centralized, modular and AI-driven medical content strategies in addressing the evolving needs of MA.
- These approaches enable consistency, efficiency and scalability, creating a **unified medical voice** across global operations and omnichannel platforms.
- Centralized content strategies enhance alignment across MA functions. While AI holds great promise in MA content creation, widespread adoption remains nascent. To unlock its full potential, **organizations must address resource limitations and invest in specialized training for their teams.**
- The MAPS framework underscores the value of component-based strategies, ensuring materials evolve systematically, beginning with scientific platforms and narratives, and progressing through core medical decks, publications, training modules, MSL slide decks and MI resources. This approach facilitates both globalization and localization, ensuring content is adaptable **for diverse communication needs.**
- The survey findings underscore the value of holistic, end-to-end strategies in reducing inefficiencies, improving cross-functional alignment and enhancing **flexibility in content creation.**
- To capitalize on these insights, organizations **must prioritize cross-functional collaboration, adopt scalable technologies and streamline processes that align MI, Med Comms and broader MA initiatives.**
- These strategic measures will ensure delivery of high-quality, consistent messaging, reinforcing HCP engagement and optimizing patient outcomes.

REFERENCES

Paradiso Hardy, F., Falcone, B., Riggins, J., et al. (n.d.). *Modular content in medical affairs: The foundation of omnichannel engagement*. Medical Affairs Professional Society (MAPS). Retrieved from <https://medicalaffairs.org/wp-content/uploads/2024/01/Modular-Content-WP-FINAL-edit.pdf>

DISCLOSURES

Author(s) of this presentation have the following to disclose concerning possible financial or personal relationships with commercial entities that may have a direct or indirect interest in the subject matter of this presentation:

- Michael DeLuca: Nothing additional to disclose
- Natalia Gandarillas: Nothing additional to disclose
- Varunkumar Pandey: Nothing additional to disclose

