EMPOWERING MEDICAL AFFAIRS BY
LEVERAGING MODULAR CONTENT

CACTUS
LIFE SCIENCES

WHAT IS A MODULAR CONTENT STRATEGY?

In today's digital era, the biopharma sector faces an overflow of medical information and data, overwhelming stakeholders such as healthcare providers (HCPs)/key opinion leaders (KOLs), patients, medical science liaisons (MSLs), and payers. To handle this effectively, save time, and work more efficiently, it is crucial to adopt a structured modular content strategy, i.e., a comprehensive biopharma content plan that aims for maximum impact is essential for making content creation more efficient, flexible, and effective.

WHY MODULAR CONTENT?

Modular content enhances omnichannel communication in Medical Affairs, meeting the unique biopharma industry demands.

MODULAR CONTENT

- Helps adapt rapidly to trends with reusable content
- Ensures a seamless, consistent, and collaborative brand message across all marketing channels
- Optimizes information delivery and amplifies content impact
- Caters to diverse needs, expediting recipient access
- Maximizes the efficiency, speed, and accuracy of omnichannel communication

WHO AND HOW DOES MODULAR CONTENT BENEFIT?

Healthcare Providers (HCPs)
- Personalization
- Time efficiency

Patients
- Customized education
- Adaptability

Payers
- Relevance to value-based care
- Clear value propositions

Medical Science Liaisons (MSLs)
- Tailored scientific information
- Flexibility in conversation

METRICS TO ASSESS MODULAR CONTENT SUCCESS

- Consistency and accuracy of content
- Content reuse rate
- Cost savings from reuse
- Time efficiency

PROACTIVE STEPS FOR MODULAR CONTENT SUCCESS

1 **Planning complexity:** Allocate more time and resources for planning content and aligning stakeholders on strategy

2 **Governance complexity:** Implement governance models to ensure consistency and quality across modular content

3 **Measuring success:** Adopt modular content principles and develop metrics and processes to measure benchmarks and success

4 **Change management:** Integrate modular content with legacy content systems and processes

OBJECTIVES YOU CAN ACHIEVE AND OUTCOMES TO EXPECT WITH MODULAR CONTENT STRATEGIES

Improved engagement and interaction:

73% of physicians are more likely to engage with personalized communications, supporting the need for tailored modular content.[1]

Streamlined content creation workflows and reduced time-to-market:

A top 20 global pharmaceutical company embraced a modular approach and saw

28% increase in average speed-to-market[2]

19% reduction in the cost of content creation[2]

22% reduction in the number of review cycles[2]

Better alignment with audience interests and preferences:

>70% customers expect and prefer personalization in communication and get frustrated if they don't receive it.[3]

Increased revenue growth, brand visibility, and awareness across multiple channels:

40% more revenue is seen by companies from personalized marketing messaging and actions.[3]

Enhanced customer satisfaction and loyalty:

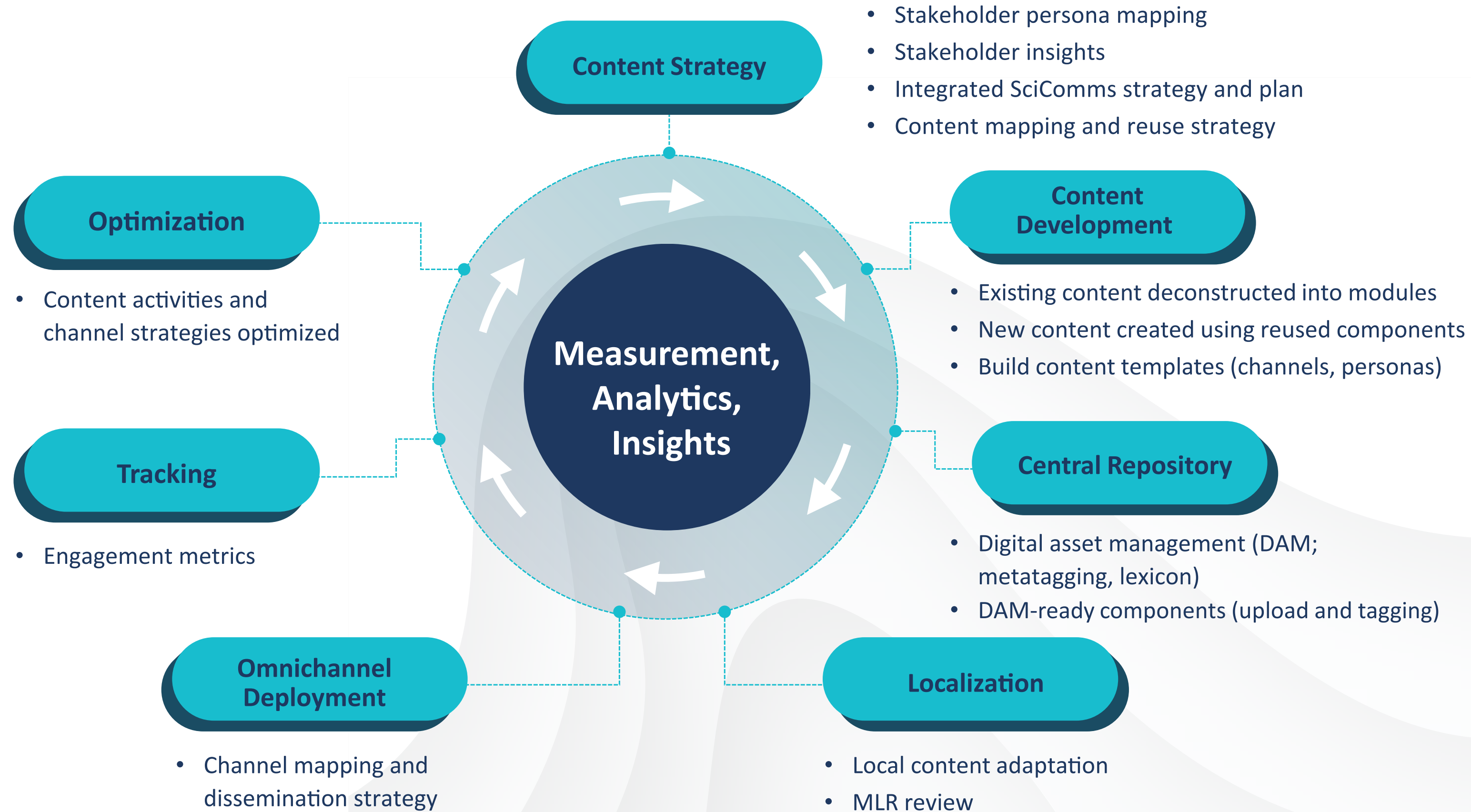**>75%** customers will purchase, repurchase, and recommend brands that personalize communication.[3]

Enhanced data-driven decision-making through performance monitoring and optimization:

Use case 1: With modular content, Novo Nordisk[4] achieves

- **4X** accelerated review time & asset production
- Significantly faster asset creation: from **104** days to just **23**
- Cost savings of **60%** through internal production
- **5X** increase in content output

Use case 2: A modular content strategy helps a pharma client[5]

- Cut time-to-market by **50%**
- Drive a **40%** increase in content reuse
- Achieve a **30%** drop in approval times

Use case 3: Another pharma company[5]

- Achieves **75%** of approvals in one review cycle
- Cuts costs by **19%**

THE CACTUS SOLUTION FOR MODULAR CONTENT

In the next 3-5 years, medical content will be tailored to provide personalized experiences using generative AI and modularization. Our modular content solution offers a streamlined approach to content creation, allowing you to create, manage, and distribute content seamlessly across multiple channels and audience segments in order to reach this goal. We understand that audience groups are not monoliths; therefore, we aim for orchestrated engagement extending to all decision makers (HCPs, patients, caregivers, and payers).

Content creation and optimization

Content Strategy
- Stakeholder persona mapping
- Stakeholder insights
- Integrated SciComms strategy and plan
- Content mapping and reuse strategy

Optimization
- Content activities and channel strategies optimized

Content Development
- Existing content deconstructed into modules
- New content created using reused components
- Build content templates (channels, personas)

Measurement, Analytics, Insights

Tracking
- Engagement metrics

Central Repository
- Digital asset management (DAM; metatagging, lexicon)
- DAM-ready components (upload and tagging)

Omnichannel Deployment
- Channel mapping and dissemination strategy

Localization
- Local content adaptation
- MLR review

Reference: Adapted from Modular Content in Medical Affairs: The Foundations for Omnichannel Engagement (MAPS Whitepaper)

About Us

Cactus Life Sciences is a medical communication company that provides scientific strategy and content across the healthcare continuum, anywhere in the world — with a focus on science, innovation, and efficiency. We work alongside leading healthcare companies to establish the optimal role of medicines and encourage positive behaviors (physician and patient) that improve patient outcomes.

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