



The Cure to Chaotic Content

Clear and Compliant Content for Pharmaceuticals

acrolinx

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More Control Over Communication

There's no room for mistakes in the pharmaceutical and biotech industries. Lives depend on clear communication. Pharmaceutical companies produce a lot of content, from simple packaging to information about dosage, side effects, disease, and drug effectiveness research. Knowledge is a valuable asset, but how valuable is knowledge creation if inconsistent content is a liability to your business?

A leading firm reports that 58% of the pharma/biotech industry is spending more than \$50 million in content development every year. But much of that content isn't connected to a solid objective, which means wasted time and money- and lots of unusable content. That's probably because only 11% of pharma/biotech marketers report they have a clear content management strategy.

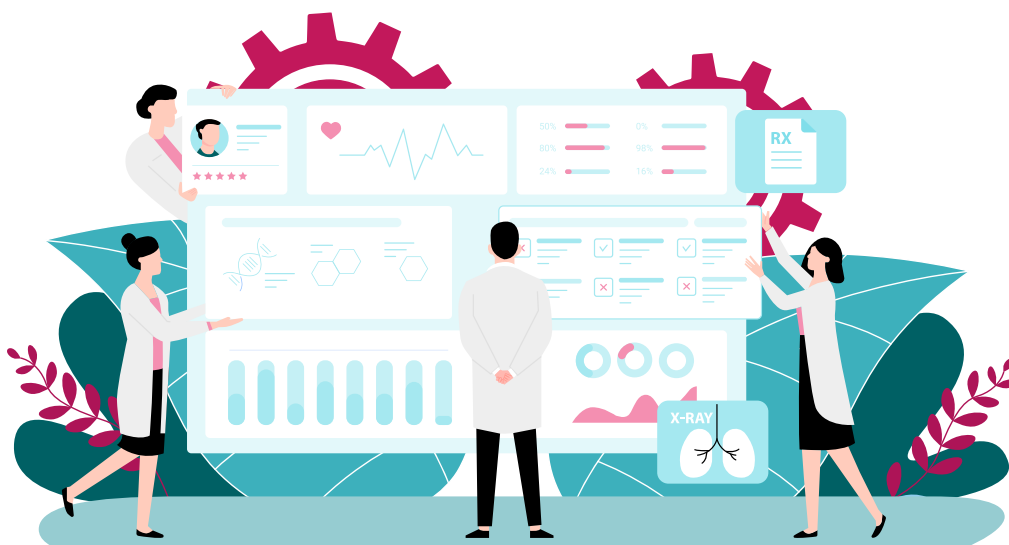
Content needs to keep up with faster clinical trials, more information, and quicker research developments. However, because of regulatory limitations, the pharma industry has been slower to adapt to the pace of digital transformation. Replacing decades long research and development and long sales cycles to a new way of doing business is risky without clear and accurate content.

You need content that aligns to the standards for the safe naming, labeling, and packaging of medicines. So how do you write accurate content for so many different audiences, balance dignified yet clear communication and keep your content compliant, and at times...confidential?

Acrolinx: Better Content. Faster.

Acrolinx is an AI powered platform that eliminates content chaos and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and analyzes the performance of your entire content operation.

Acrolinx helps you define and implement your content standards for different content types. It helps you govern the entire content process for faster content creation and a streamlined MLR review process.



Clear Content Builds Confidence

Lack of clear communication leads to the perception that the pharmaceutical industry isn't transparent. This happens when siloed teams, content contributors, or agencies use a different style, tone or terminology to produce content. We call this content chaos. That's not ideal when patients want to trust pharma companies to break the stigma or taboo around their medical condition or provide them with accurate, consistent, and reliable information to follow. Confusing content also leads to a variety of risks, lengthy legal cycles, which cost pharma companies time and money.

5 Reasons Why Pharma Content Needs Acrolinx

1. Make sure that product labeling is clear, consistent, accurate, and easily understood by patients.
2. Create subsets of guidance for patients, caregivers, physicians and stakeholders, with the style, tone, and terminology appropriate for different layers of medical knowledge.
3. Save time and money with streamlined medical-legal reviews. Acrolinx helps you write accurate and legally compliant content from the first draft.
4. Acrolinx gives you total transparency and control over your content creation process, across different teams and locations.
5. Keep confidential content private with our Confidential Check and use Automated Checks for added efficiency.

Acrolinx gives you an overview of all of your teams and content types, and lets you track individual pieces of content. It transforms your content creation workflow into an efficient process, so you can deliver better content, faster than ever before.



How Acrolinx Works: Capture, Align, Analyze.



Acrolinx integrates directly into your content process. It provides clarity, efficiency, and insight by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your guidelines for labels, research papers or and create guidance subsets for types of content or audiences.
2. **Aligning content with strategy:** The Sidebar supports writers with access to your content guidelines and provides instant feedback about clarity, consistency, tone, and language as they create content. You can also choose to embed our Automated Check into any stage of your content creation process.
3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analysis, quality, and improvement metrics. You can improve your guidelines and adjust them for different types of content.

en - Legal

Filter by guideline: Grammar and style Grammar Style SAVE RESET

Configure Guidelines That Have Special Settings

Guideline	Parameter
Sentence length: Shorten this list item?	STLength = 21
Sentence length: Shorten this sentence?	STLength = 31
Sentence length: Shorten this title?	STLength = 7

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles: Perhaps use "the" more consistently?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Disabled in LIST_TABLE

Configure Tone of Voice Settings

English

Audience types: ADD DELETE

Business
Consumer

Get the right tone of voice for the audience that you're trying to reach. To get the right tone of voice, mix and match the strength of each voice category.

Acrolinx will guide your writers so that their content has the right amount of each of these categories.

Clarity

- simple: You want your content to be clear and simple. It might contain some technical words. We'll highlight average and difficult sentences.

Conversational Tone

- conversational: You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.
- off: We won't check the tone of your content.
- conversational: You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

Why Publishing Has Become Essential to the Growth of Every Business

One of the fundamental and important takeaways from Forbes's recent report is that publishing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turns out, neither could many of the more than 360 marketing executives Forbes surveyed as part of our research.

In fact, 96 percent of them agreed that "the quality and structure of their marketing content is essential to achieving their growth goals and increasingly defines the job of the CMO." Not only that, it's also noted by more than 70 percent that the "effectiveness of their marketing content directly impacts their ability to drive top-line growth with digital, social and mobile technologies supporting core branding, demand generation, and value-selling programs."

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78

18 issues

Why ... Business

Title: Shorten this title? It is 11 words long.

MyDeMo, Inc. MyDemo, Inc. ✓

Preferred (Variant)

Domains: Branding

Note: Make sure that you use our new company name!

MORE INFORMATION

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Findability

content: 43 15 28

marketing: 41 13 43

growth: 34 8 77

marketing content

Page Scores

Update all pages Update outdated pages

15 pages in total in this space.

Page

- API, SDKs, and Samples
- Architecture Diagrams
- Automated Check

Score

56

80

73

90

80

53

73

Show

Top Grammar Issues

Top Style Issues

Terminology Issues

Issues by Type

82

Current Avg. Acrolinx Score

Your team has checked 85370 words in 573 documents and performed 573 checks.

Average Acrolinx Score

82

Current Avg. Acrolinx Score

56% of your content scores below the target.

Content Group Performance

Confidential and Automated Checks

PROTECTING PATIENTS...

When you enable confidential checking, text from the document is no longer stored in the Analytics database. The only person who has access to the full details of a check is the person who originally checked the document. If you check a directory that contains a mixture of confidential and non-confidential documents, you'll only see Analytics statistics for the non-confidential documents. Acrolinx also has a privacy-related feature for anonymous checking.

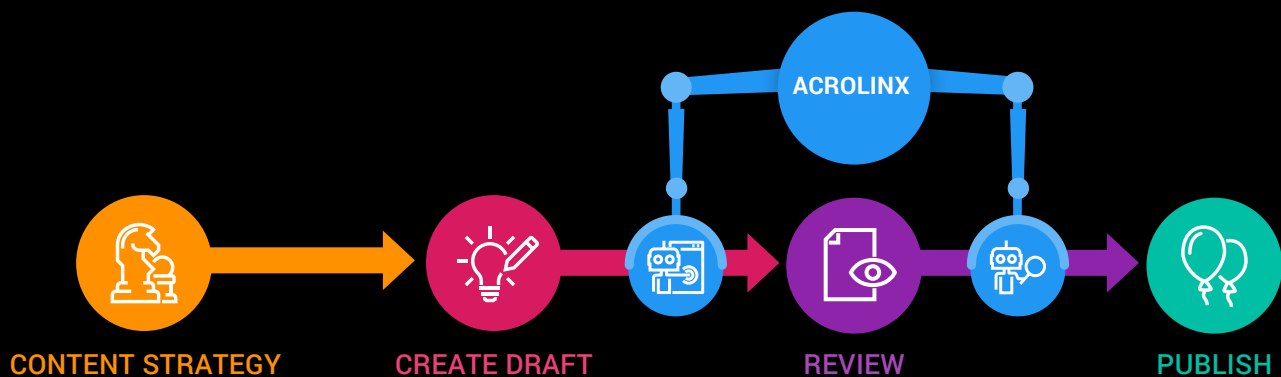
- **Confidential checking** is designed to protect sensitive *content*.
You can't tell *what* kind of content was checked but you can still see *who* ran the check.
- **Anonymous checking** is designed to protect sensitive *user data*.
You can't tell *who* ran the check but you can still see *what* kind of content they checked.

WHILE IMPROVING EFFICIENCY

For higher output and increased productivity, Acrolinx offers Automated Checks via the Acrolinx Platform API.

For example, if your organization uses a CMS, you simply choose where you'd like automatic scans in the content lifecycle and Acrolinx does the rest.

The Automated Check integrates into different stages of your content process and lets you automate scans throughout the content lifecycle. It acts as a quality gate, checking that content meets your objectives at every stage of the process. You can then see how well your content scores in the Scorecard or dive deeper into your content's strengths and weaknesses with the Acrolinx Analytics Dashboard.



There are several options to use the Automated Check in your processes.

Examples of automated integrations include:

- Checking several documents at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- In a Content Management System (CMS) before you publish or translate
- Automated checks at every step (save, import, publish)
- Automated website checking at regular intervals

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The Right Content for Every Audience

The pharmaceutical industry produces many types of content for different kinds of readers and different levels of knowledge. That's why it's important you deliver essential information that's easy to read, clear, and risk-averse.

Acrolinx can help the pharmaceutical industry produce consistent and comprehensive content for patients, practitioners, and stakeholders that is easily understood and legally compliant.

It does that by aligning all your content to a consistent style, tone, and terminology that you define for all your content types and audiences. Acrolinx streamlines your MLR review process, so you can deliver better content, faster.

We Serve the World's Greatest Brands

SOFTWARE



HEALTHCARE



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HEAVY MACHINERY



ENGINEERING



HIGH TECH



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