WebCenter

How a Multinational Pharmaceutical Company Reduced Lead Time from 14 Weeks to 14 Days using an End-to-End Labelling Process with Structured Content

About the Pharmaceutical Industry

Pharmaceutical companies develop, manufacture, and market drugs to help patients. Because the risks can be high and affect the lives of those who use pharmaceutical drugs, there are many industry regulations, both local and international.

Some of these regulations are targeted at the packaging and labelling of the pharmaceutical drugs, including the content that goes on the artwork and is included in the package. A multinational pharmaceutical company recently worked with Esko to help alleviate some of the challenges associated with the complexities of labels and artwork in the highly regulated industry.

Challenges in the Content & Artwork Process

The pharmaceutical company was using separate artwork and content creation processes that involved numerous manual steps and handovers. Prior to receiving Health Authority (HA) approval, content was developed in Microsoft Word with no unified access or workflow system. After HA approval, another document was manually created to specify where content was used on

packaging materials. The processes before and after HA approval were not linked, so there was constant risk for errors and slow time to market.

Content Before HA Approval

There was limited transparency into upcoming label changes prior to HA approval, making it difficult to plan the creation of packaging materials and acquire printed materials from external partners. Because of copy-pasting and editing with limited control in Word documents, the likelihood of risks, errors, and inefficiencies was increased. It was difficult to track which versions of the core text were implemented into which markets.

Content After HA Approval

After HA approval, a separate manuscript was manually created in Word that specified the location of content on the packaging material. The lead time for the pharma company from HA approval to final artwork was encumbered by the manual steps involved in manuscript creation and quality control. There was again an increased likelihood for errors and inefficiencies through copy-pasting from the approved document into InDesign templates and packaging materials.

Consolidating Content and Artwork Processes

After analyzing the current processes, the pharma company discovered a clear need for enhanced efficiency, faster lead times, and improved quality. The artwork management system the company was previously using would no longer be supported, so an opportunity to enhance both the artwork and content management process simultaneously arose.

The company realized they needed a single system to consolidate content and artwork and provide better visibility into their process. They partnered with Esko who delivered a solution to centralize their end-to-end process from label change trigger to final, approved artwork ready for print.

WebCenter Artwork and Content Management – The Future of Efficiency

The pharma company needed a comprehensive solution and found it in WebCenter from Esko. Now, from a single location, the company uses WebCenter to:

- Consolidate content and artwork creation processes
- Connect the entire labelling workflow
- Increase workflow transparency and clarity
- Minimize the risk of errors
- Increase content quality while decreasing packaging costs

WebCenter allows the pharma company to accomplish this by using artwork management combined with structured content. Once content is developed, it can be used and presented in multiple formats. Structured content is an inherently smarter way of working. It removes the opportunity for human error in the workflow process. With structured content, updates are efficient, and quality is improved.

The pharma company employs Esko technology to locate, reuse, and digitally manage data and content. Esko provides a step-by-step approach to Right First-Time by automating key parts of their workflow, including quality checks, updates to outputs (artwork, IFU, QRD, and SPL) and even automates the creation of pack shots once the artwork is approved. Overall, Esko's solution aides the pharma company in managing their processes, approving artwork, and provides the groundwork for continuous improvements for the future.

> Quality is so important. We need to meet guidelines to make sure our labels are accurate, they're crisp, [and] they absolutely reflect the content that's been approved.

Information Architect, Multinational Pharmaceutical Company

The Magic of Structured Content

Structured content is the process of planning, developing, and connecting content that can be reused across the output. Getting the content right before the output is created saves time and money, and dramatically increases Right-First-Time metrics. It is a much more efficient approach, resulting in higher quality and streamlined processes. Structured content coordinates regulatory efforts company-wide, including affiliates and partners within a single system tightly integrated with labeling and packaging departments.

Structured content is utilized in end-to-end labelling from regulatory trigger to automated creation of print, device, and digital components. As part of WebCenter, structured content can be used for:

- Enabling the reuse of content
- Enhancing collaborative editing
- Improving traceability and translations
- Completing where-used assessments
- Automating the quality control process
- Shortening lead time

> The cost of finding or fixing errors is always more than the cost, no matter how much, of preventing them happening in the first place.

Information Architect, Multinational Pharmaceutical Company

- Performing instant impact analyses
- Determining future improvements
- Identifying cost reduction strategies
- Producing right first-time artwork and IFUs

Structured content makes the content creation process faster and generates thousands of hours per year in cost savings. Digitizing and automating content, processes, and quality checks decreases risk and increases quality throughout the entire workflow.

Results for the Multinational Pharmaceutical Company

The Pharma company accomplished their goal to reduce lead time from 14 weeks to 14 days, saving printing costs and reducing environmental impact. They have become more efficient, avoiding mistakes, and conducting fewer review and approval cycles. They have also enhanced end-to-end traceability, utilizing the same content process for drugs, devices, and artwork. Overall, the company has achieved systemic applicability, what's done on one product is applicable anywhere and everywhere.

"We're doing double the amount of work but with the same people"- Information Architect, Multinational Pharmaceutical Company

Learn more about WebCenter from Esko **here**.