

Project Management and Process Design for a Veeva Vault PromoMats Essentials Implementation

This client is a clinical-stage immune-oncology organization focused on developing therapeutics to address the unmet needs of patients with various forms of cancer. Seeking to prepare for impending commercial launch, the client required a new system to manage promotional materials development and Medical, Legal, and Regulatory (MLR) review process within the year.

Due to a restricted timeline for Biologics License Application (BLA) filing, they opted for an “Out-of-the-Box” Essentials implementation of Veeva Vault PromoMats, which included a minimal Essentials implementation, with limited hours of end-user training and post-implementation managed services. To augment the implementation with additional project management and process design support, the client partnered with Clarkston Consulting to gather business requirements, organize process workshops, support the creation of well-defined SOPs in the MLR process, and align Veeva PromoMats best practices with internal guidelines.

In addition to orchestrating pre-implementation preparations, the client leveraged Clarkston’s project management expertise to track progress for the implementation and, more critically, the managed service enhancements required to support the business process design. Clarkston served as a business translator between the client’s commercial team and Veeva’s technical team to establish communication and understanding, resulting in a launch-ready organization optimizing the Veeva PromoMats solution to ensure the most functionality.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Biotechnology

PRODUCTS AND SERVICES :



Immune-oncology
therapeutics

PRIMARY OBJECTIVES:

The Clarkston team augmented the Veeva Essentials implementation by :

- Supporting the accelerated implementation of Veeva PromoMats with project scoping, contract development, and project management
- Creating sustainable and scalable MLR processes to ensure long-term adoption, useability, and functionality of the Veeva PromoMats solution beyond the accelerated timeline to support future product launches
- Enabling coordination and communication across both Veeva and internal stakeholders to ensure successful user adoption and change management
- Aligning client operations and processes to both industry best practices and Veeva solutions

RESOLUTION:

- Facilitated and guided the process necessary to prepare for the implementation, providing key expertise in SOW and SOP creation and gathering business requirements.
- Ensured that the MLR process was robust, streamlined, and set up for successful Go-Live and sustained operations
- Managed against project objectives to ensure a smooth implementation process, align stakeholders, and engage the solution partner to deliver upon business needs s

KEY BENEFITS:

As a result of this engagement, the client realized significant benefits, including:

- Meeting regulatory filing deadlines
- Creating a digital foundation for leveraging the Veeva PromoMats solution for future launches under a more rapid timeline
- Streamlining internal processes around MLR to ensure a more efficient process moving forward, aligned to industry best practices



KPIs

- Successful Go-Live
- Developed Future State roadmap
- Provided solution in finite timeline to support the immediate business needs

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