

Promoting User Adoption for an AI-Enabled MLR Review Platform

INDUSTRY



Consumer Healthcare

PRODUCTS AND SERVICES



Consumer Health

BUSINESS TRANSFORMATION STORY & BUSINESS CHALLENGE

A global consumer health company developed an AI-enabled Medical, Legal, Regulatory (MLR) promotional review platform to improve inefficiencies in its global content review process and better support the pace of a fast-moving consumer health business. The platform uses natural language processing and machine learning to help review marketing claims for consistency, accuracy, and compliance, while encouraging stakeholders to take greater ownership of their decisions.

In order to build trust and buy-in into the tool, teams needed to understand how AI would support their work, the importance of “human in the loop,” and how workflows were changing.

The client engaged Clarkston to lead the AI change management strategy to prepare users, align teams, and manage uncertainty and excitement around these new AI capabilities and improved processes.

PRIMARY OBJECTIVES

- Develop an AI change management strategy to support adoption of the new MLR promotional review platform
- Create a phased rollout approach to onboard teams and brands over time based on business priority and change readiness
- Support the onboarding of U.S. brands to the platform while minimizing disruption to business operations and promotional material review
- Gather and refine requirements across key stakeholder groups to support platform readiness and future-state process design
- Develop targeted communications and robust training materials to support users through the transition
- Capture lessons learned from each phase to improve future onboarding and support broader global market expansion of the platform

SOLUTION

- Focused on the unique dynamics of AI-enabled change, including trust in model-supported outputs, continued importance of human judgment, and clear governance
- Facilitated workshops by brand and across key functions to identify process impacts, requirements, and any adoption risks
- Supported User Acceptance Testing (UAT) to validate platform readiness and confirm key workflows could be completed as intended
- Led working sessions to understand current ways of working and create future-state process flows that showed how promotional materials would move through the new AI-enabled MLR review process
- Developed a branded communications approach to support awareness and engagement throughout the rollout, including a change champion network, newsletters with key resources, and feedback forms
- Delivered a repeatable training program that prepared users to work in the new AI-enabled MLR process with SME-led walkthroughs, interactive in-person sessions, role-based breakouts, and sharable demo videos
- Supported the prioritization of backlog and enhancement items to focus development for go-live
- Developed a template and targeted roadmap to support the expansion of the platform into additional brands and global markets



KEY BENEFITS

- A new AI-enabled MLR review platform and process to support more efficient promotional material review
- Clear user documentation, including user guides, SOPs, and process materials to help teams understand the new AI-enabled MLR review process and continue using it after go-live
- Stronger alignment across reviewers (medical, legal, regulatory), brand, and marketing operations teams

KEY BENEFITS

- Clear leadership and steering committee messaging to keep decision-makers aligned on rollout progress
- A repeatable onboarding approach to support future brands and market expansion for the AI-enabled MLR platform
- A scalable, customized approach for AI change management that could be leveraged across other functions and business processes

KPIs

- 10+ U.S. brands onboarded to the platform
- 50+ users trained across cross-functional promotional review teams

