Podcast Series

Digital: A New Connector in Life Sciences

Embrace New Approaches for Developing Content

Podcast Transcript

• Consulting • Technology • Outsourcing
Digital: A New Connector in Life Sciences

Embrace New Approaches for Developing Content

Another imperative that is critical to the success of an overall digital strategy is the opportunity to embrace new approaches for developing content. Life sciences companies need to fundamentally rethink their strategy for creating, reviewing, approving, managing and distributing digital content. They need to move to a world where content needs to be relevant for the different distribution channels—whatever those different channels are and whatever combination in which those channels are used.

They're also an opportunity to account for different ways of content being created and shared across geographies and across channels and increasing the pace at which content is made available in the different channels. Producing the digital content is increasingly becoming a technology-based exercise, which means there's an increased opportunity for the centralization of the production of these technologies and these marketing assets.

Fundamentally, we're seeing a shift and a decoupling of some of the creative exercises around this content to the production and the build out of the actual content itself with some clients looking at very different models for working with vendors and partners in this space. There's a significant transformation opportunity involved with this decoupling but, frankly, a significant set of challenges that come with a change of this magnitude. It certainly requires a new way of working that is different from the way Life Sciences companies have operated in the past and it's requiring them to think differently and operate differently and manage through the change process of how they interact with their agencies and how they distribute and manage their content going forward. So the change management aspect is a key component of effectively being able to embrace these new approaches for developing content.