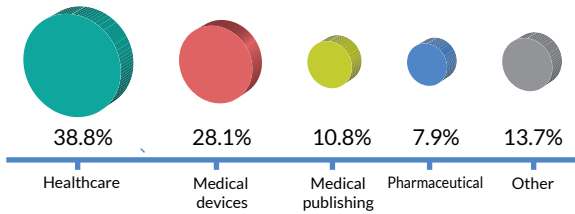


CONTENT CHALLENGES IN THE LIFE SCIENCES AND HEALTHCARE INDUSTRIES

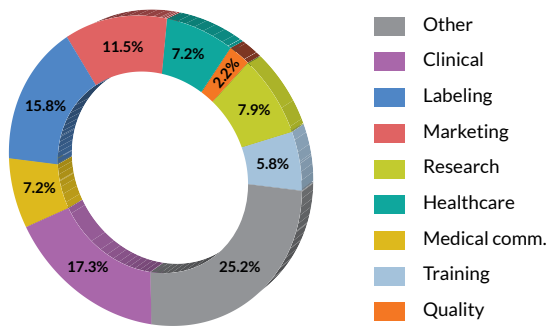
Keeping up with the dramatic changes in regulatory requirements, guidelines and recommendations for patients, caregivers, and healthcare workers is becoming increasingly difficult. It's also becoming more challenging to create good content knowing that consumers might read or view it on a wide variety of mobile devices. This survey identifies the challenges that this industries faces.

Industry Area

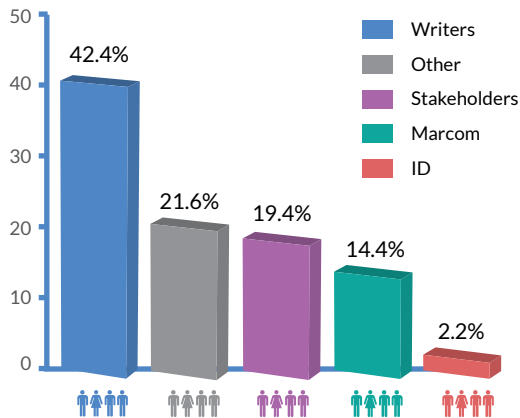


DCL and TRG consulted a select group of qualified professionals in the healthcare and life sciences industries from industries including healthcare, medical devices, medical publishing, pharmaceutical and veterinary. The largest number of respondents came from the healthcare and medical devices industries.

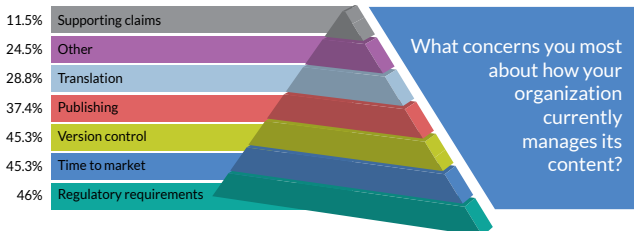
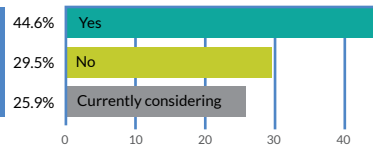
What type of content do you create/manage?



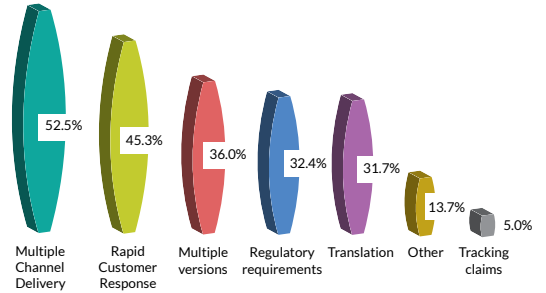
Who primarily creates content in your organization?



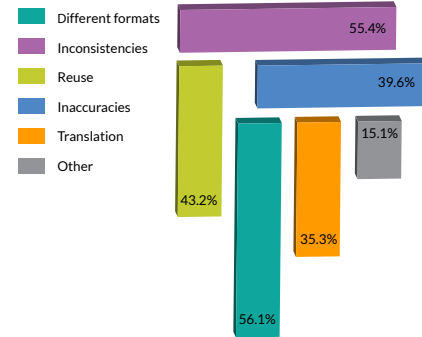
Does your organization have a content strategy in place?



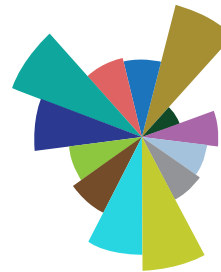
Where do the greatest costs lie in managing your content today?



What specific issues currently affect your organization's content?



How does your organization currently reuse content?



How would you like to reuse content (opportunities)?



30.9%	Across product/drug product families	33.8%
38.8%	Between product versions	43.9%
10.8%	Between therapies	17.3%
9.4%	Clinical/Labeling	14.4%
12.9%	Clinical/Labeling to Marketing	20.9%
3.6%	CDS to USPI, EUSMPC/PIL, other	3.6%
41.7%	Between audiences/personas (e.g., physician healthcare worker, patient)	46.8%
13.7%	From Clinical/Labeling to customer support	21.6%
15.1%	From Clinical/Labeling to training materials	28.8%
43.2%	Print to Web and/or mobile	48.9%
25.9%	Web to mobile	46.0%
12.2%	Between content marketing offerings	33.1%
15.8%	Don't reuse content	12.2%

How does your organization currently create its content?

