

Quark Publishing PlatformTM NEXTGEN

Client: Leading Biotechnology Company
Industry: Life Sciences
Use Case: Standard and Custom Response Letters
Users: 20+
Country: Global
Goal: Accurate & Timely Medical Communications, Regulatory Compliance



Global Biotech Company Adopts Content Automation for Streamlining Medical Communications

This biotech company based in the United States is dedicated to combating infectious diseases on a global scale by researching, creating, and distributing groundbreaking vaccines worldwide.



The Challenge

The medical communication team within this organization creates content for two scenarios. Firstly, they craft customer-facing responses in anticipation of inquiries that arise during the launch or expansion of a new product. Secondly, they respond to specific questions that have been identified as a pressing need. To cater to these scenarios, the team works with a range of document types, including cover letters, standard response letters, custom response letters, and FAQs.

However, the organization faced challenges in finding the right balance between providing accurate and reliable information in compliance with regulatory requirements, while also ensuring prompt and efficient handling of customer inquiries.

They needed a structured content management platform that would optimize their document lifecycle, enhance collaboration, and reduce time to market, all whilst maintaining high quality content.

Why Quark?

The organization adopted **Quark Publishing Platform (QPP) NextGen**, a SaaS-based unified, closed-loop CCMS tool, as their comprehensive solution. With this centralized platform, they aim to streamline their processes, ensuring compliance with regulatory guidelines and facilitating prompt and accurate responses to medical inquiries.

QPP NextGen offers a user-friendly authoring experience and role-based approval workflows, significantly enhancing content creation and review efficiency. For the organization, streamlining the complexities from creation to publication was a critical goal, as they sought to standardize and modernize content processes, gaining market agility for medical communications and information.

Today, the medical information team benefits from streamlining translation and localization processes. By seamlessly integrating primary language and compliance components, QPP NextGen enables the creation of personalized and localized versions, all efficiently managed within the CCMS. With automated publishing, the platform generates region and country-specific response letters, translating them into five additional languages. This ensures global relevance and compliance, making it a powerful tool for reaching international audiences effectively.

With QPP NextGen serving as the single source of truth for all content, the platform meets the organization's expectations and requirements. Its features include support for modular content assembly, region-specific

The Results

- The centralized platform streamlines processes, ensuring compliance, and facilitating prompt and accurate responses to medical inquiries.
- The user-friendly authoring experience and role-based approval workflows significantly enhanced content creation and review efficiency.
- Automated publishing of region and country-specific response letters, translated into five additional languages, ensuring global relevance and compliance.

The successful implementation of QPP NextGen has enabled the organization to optimize their medical content management, ensuring compliance, efficiency, and high-quality delivery. By streamlining their content processes and improving market agility, they are now better equipped to meet global medical inquiries promptly and accurately.



If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.

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