



# Beyond Print and Production: Streamlining Marketing Fulfillment for Your Pharmaceutical Sales Team

Pharmaceutical companies must balance sophisticated marketing efforts and regulatory requirements. You need a dependable partner to help you deliver clear and compliant educational materials to physicians and patients seeking your solutions. Design, production and distribution of your packaging, labeling and marketing should run seamlessly while you focus on promoting life-changing medicines and ensuring patient safety.

Staying compliant will help avoid penalties and reduce scrutiny on your efforts to promote your innovative products. During this stressful process, you know that keeping package inserts and IFUs up to date is critical, but unfortunately also subject to human error.

A trustworthy partner to maintain industry-compliant and custom-tailored marketing materials can relieve the burden on you of organizing, storing and tracking your collateral and ensuring your sales force and product support network has what they need to serve customers.



## Balancing Sophisticated Marketing with Compliance

Your materials need to inform patients, physicians and pharmacists of treatment plans, delivery mechanisms and side effects. Our team specializes in delivering complex printed materials, including package inserts (PIs), medication guides, physician information and samples.

You must meet high standards for accuracy and quality control so you can be compliant with FDA requirements. As digital technologies have accelerated creative production, the ability to maintain consistency and ensure materials are up to date is mission critical.



# Finding a Best-in-Class Partner



Here's a checklist for what to look for in a quality-focused, full-service provider of labeling, packaging and marketing materials for pharmaceutical and medical device companies.

- Comply with federal and state regulations for pharmaceutical and medical device manufacturing, labeling, packaging and promotion.
- Follow print and production best practices, as outlined by Good Manufacturing Practices (GMP) and have G7 master printer certifications.
- Adhere to inventory, warehousing and distribution processes in compliance with a high-quality standard, specifically ISO.
- Offer solutions to meet the Drug Supply Chain Security Act (DSCSA) supply chain traceability and tracking requirements.

# Evolving Your Marketing Approach to Reach Physicians

In addition to quality control and compliance, you need a partner who can keep up with the changing environment in pharmaceutical marketing.

Physicians have drastically changed the way they engage with new healthcare information. [As reported by the Forbes Business Council](#), three major factors have contributed to this pivot away from more traditional marketing strategies:



As specialty medicine R&D continues, an overwhelming number of new drugs are entering the market. This leads to physicians facing challenges to find and understand new medications for their patients.



The window of time for a pharmaceutical company to reach a prescriber with the right medication for their patient is often short. Accurate, real-time, data-driven strategy is essential in pharmaceutical marketing.



Once an industry that relied heavily on face-to-face interactions in its marketing strategies, has seen a significant uptick in digital communication channels, sometimes to the detriment of clinical education and physician knowledge.

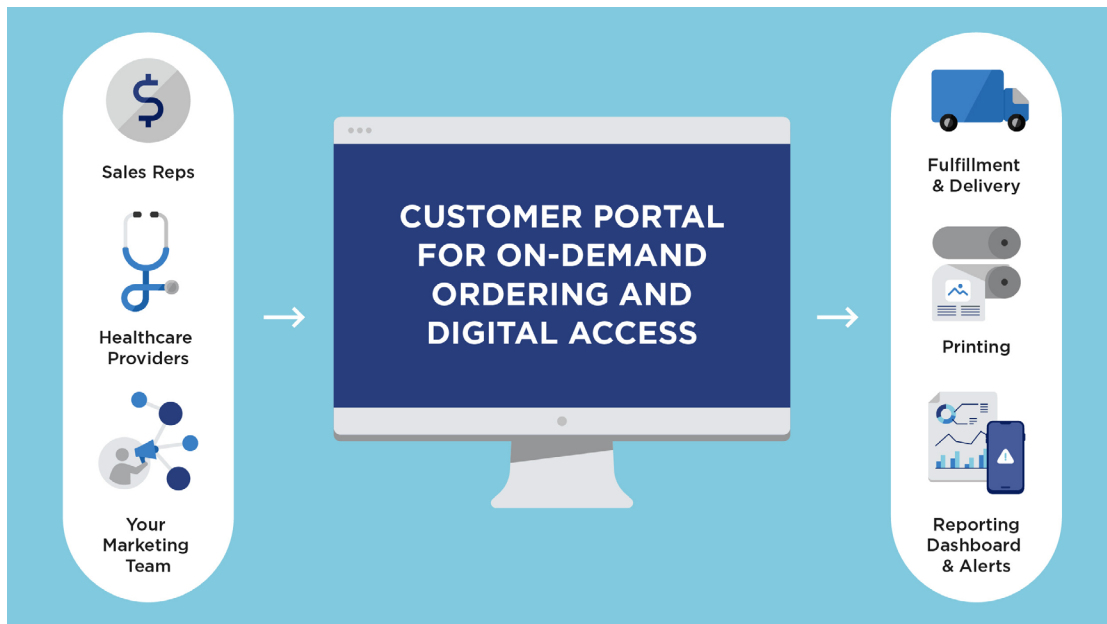
The solution is to make sure your materials stand out, and that they are in the right hands and the right time to make an impact. Innovative and engaging literature pieces still have a place in your marketing strategy. But they only work if they end up in the hands of your sales team, your physician audiences and your patients.



# Identify & Utilize Fulfillment Experts for Your Marketing Collateral & Literature

Finding a strategic fulfillment partner is the best way to guarantee consistency and control of your marketing collateral after production. Look for a partner that combines the strength of full-capabilities production with technology-driven fulfillment.

The best warehousing systems have a branded portal for use by the sales team or other end user. Branded portals provide access to digital content that enables ordering and shipping of your pharmaceutical/medical device collateral to physicians' offices so it can be distributed to patients.



This technology-driven solution helps you:

1. Maintain a “single point of truth” to monitor version control and obsolescence
2. Provide easy online ordering and inventory management that removes the complexity from sales collateral distribution
3. Deliver real-time insights into demand and inventory with tracking and metrics

# Seven Critical Things to Look for in Your Marketing Fulfillment Service

What really sets a full-service solution apart from a printer

## 1

### Chain of Custody

ISO-9001-certified manufacturing and fulfillment to track and identify out-of-date collateral and drug expiration dates.



## 5

### High-res Previews

Sharing high resolution previews of collateral for an easy-to-use experience through the portal.



## 2

### Certification

cGMP and G7 Certification for superior quality with ISO-certified quality control professionals reviewing your project throughout the process.



## 6

### Shipping Options

Regular and same-day shipping options with notifications and tracking to reduce administrative burden.



## 3

### Risk Mitigation

Reducing the end users' potential for medical and drug errors, as well as helping you ensure compliance with FDA-required language.



## 7

### Reporting/Metrics

Who, what and when tracking and burn rates, visualized on a customer dashboard and delivering low inventory alerts.



## 4

### Easy Management

One point of contact for your collateral fulfillment needs.



RLG Healthcare can meet and exceed these criteria. Our Digital Storefront (DSF) offers the cure for your fulfillment woes. Request a demo to see the customer portal in action and gain a greater understanding of the end-to-end solution for your marketing fulfillment.



## Conclusion

Gain end-to-end ROI across your packaging, labeling, printing and marketing applications by working with a full-service partner. Look for an integrated partner that understands regulations, has comprehensive end-to-end service, and is backed by experienced industry veterans that can collaborate with you to maximize efficiency and help keep you compliant.

The experts at RLG Healthcare have been serving healthcare organizations for decades. Today, we're a dedicated team to service all things healthcare, pharmaceutical, biotechnology medical device packaging, labeling and marketing.

When you need custom packaging and labeling, you need it to be seamless. You need speed, efficiency, quality, reliability, a clear timeline and supply chain management. Our team has the experience and skill to deliver your solutions — from small med device startups to pharma conglomerates. Click below to speak to a pharmaceutical expert about a compliant solution that delivers results.

### HEADQUARTERS: Raleigh-Durham

[888.526.8177](tel:888.526.8177)

[919.878.6789](tel:919.878.6789)

191 Technology Dr  
Garner, NC 27529

### Simi Valley, CA

[800.882.9743](tel:800.882.9743)

3990 Royal Ave

Simi Valley, CA 93063

### New Jersey

[609.448.9400](tel:609.448.9400)

92 N Main St, Building 18 F  
Windsor, NJ 08561

### Buffalo, NY

[716.631.9700](tel:716.631.9700)

100 Lawrence Bell Dr  
Buffalo, NY 14221

### Winston-Salem, NC

[800.882.9743](tel:800.882.9743)

3360 Old Lexington Rd  
Winston-Salem, NC 27107

### Salt Lake City

[801.484.8503](tel:801.484.8503)

555 West 9000 South  
Sandy, UT 84070