

CONTENT, UNSTUCK

How Lithero Transformed a \$20B Pharma's Content Delivery Process

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LITHERO

With Lithero, a global pharmaceutical company revolutionized its content operations into a **more scalable, cost-efficient, and agile engine**—reducing content production costs, accelerating time to market, and allowing internal teams to focus on innovation over administration.

THE CUSTOMER

A top 20 global pharmaceutical company with over \$20B in annual revenue, managing a vast portfolio of products across multiple therapeutic areas and global markets.

THE CHALLENGE

The client faced inefficiencies in its commercial content operations. Each year, they generated hundreds of thousands of derivative marketing assets—such as emails, banners, social posts, and sales aids—based on existing claims and messaging. However, this process was:

COSTLY

The company relied heavily on external agencies to tag and link these materials back to references, often duplicating efforts and incurring unnecessary spend.

SLOW

The internal Medical, Legal, and Regulatory (MLR) review teams were overwhelmed, creating bottlenecks in the approval process.

STRAINED

Content owners and reviewers were operating at capacity, often re-reviewing claims that had already been approved in previous assets.

RISK-PRONE

Without an efficient system to trace claims and references back to core materials, content teams risked inconsistencies and compliance issues.

THE SOLUTION

The company implemented Lithero's **Annotate** agent to bring automation, intelligence, and transparency into their content lifecycle.

01

CLAIMS VALIDATION

Automatically identified and linked key claims, messages, and references in derivative materials back to approved core content, eliminating the need to manually validate reused statements.

02

WORKFLOW OPTIMIZATION

Scaled Annotate across 16+ brands' content processes, onboarded the internal agency team and hundreds of external agency users to flag reusable language, streamline MLR and reduce burden on reviewers downstream.

03

SPEED TO APPROVAL

Accelerated the creation, approval, and deployment of marketing materials and content across the US market.

THE BENEFITS

70% FASTER

turnaround time from derivative asset creation to MLR/PRT submission

30%-50%

COST REDUCTION

in content production costs due to elimination of external agencies manually tagging and linking derivative content

SIGNIFICANT

INCREASE

in reviewer bandwidth from reducing repetitive tasks and re-reviews

"Wow, Annotate is like magic!"

-VERIFIED COPYWRITER USER