Vodori Pepper® Flow Improves Promotional Review for Life Sciences Organizations

New software features demonstrated at Promotional Review Committee Annual Conference

Chicago, IL – October 12, 2017 — Vodori, Inc., an innovator in life sciences content management, presents its enhanced Pepper Flow promotional review platform at the Promotional Review Committee Compliance and Best Practices Conference, Oct. 16 -18, 2017. Pepper Flow's increased insight-driven capabilities help marketers streamline the medical, legal, and regulatory review (MLR) process – which ensures that all pharmaceutical, medical device and life sciences product promotions are medically accurate and comply with FDA regulations and other applicable laws. With a dramatically redesigned interface built in collaboration with Vodori's customer advisory panel, the latest release of Pepper Flow improves real time collaboration and speed to market. Combined with Vodori's unlimited customer support, Pepper Flow supports all types of users from those that login every day to those that only join the MRL process once a month.

Pepper Flow's industry-specific features underpin the entire PRC process including review, comment, approval, and distribution of collateral efficiently on a single platform. In addition, Pepper Flow's real-time collaboration and voting features accelerate approval-to-publishing time and helps the life sciences marketer understand content performance.

"We created Pepper Flow to expedite and simplify the promotional review process for life sciences' clients. The new updates were built in response to increased pressure in the industry to create effective collateral while maintaining auditable compliance," said Scott Rovegno, Vodori president and co-founder. "Pepper Flow's dashboard capabilities and our unmatched customer support helps clients improve the efficiency and effectiveness of the content as well."

Unlike traditional reviewing methodologies that require the website content to be converted into a PDF for analysis and approval, Pepper Flow offers a native support to digital, managing the process through a browser for enhanced collaboration and feedback.

"We empower marketers to publish great, impactful content rather than churn out volumes of unused marketing material," said Rovegno. "Pepper Flow provides the foundation for life sciences companies to start making intelligent content marketing decisions based on real-time data and insights."

Pepper Flow is part of the Pepper Cloud suite of software solutions including:
- Pepper Canvas – web content management tool that enables users to create, edit and publish websites
- Pepper Folio – content management program that provides immediate access to appropriate approved collateral

All of the Pepper Cloud solutions include Pepper Insights and Pepper Library. Pepper Insights includes a dashboard that traces and reports real-time user interactions and material usages including references, claims and distributions. Pepper Library is a digital asset management (DAM) collection of all content.

About Vodori

Since 2005, Vodori has been helping clients in the life sciences industry market, sell, support and service their clients using the Pepper Cloud platform. Vodori provides insight-driven solutions that expedite approvals and publication, cut cost and risk, and drive commercial results. Vodori's Pepper Cloud solutions can be combined to create a seamless and comprehensive content supply hub that helps create, manage and analyze content marketing efforts across the enterprise. For more information about Pepper Cloud, visit vodori.com/pepper-products.

For more information about the Promotional Review Committee Compliance and Best Practices Conference, visit http://www.pmaconference.com/Exl.10.16.17.PromotionalReview.pdf.

# # #

Contact:
Sura Lennon
Vodori, Inc.
847.644.3802
sura.lennon@vodori.com