

Promotional Material Reviewer

Pharma, Chemicals & Life Sciences

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Reviews promotional material against a compliance checklist — claim substantiation, approved indications only, balanced information, references, no misleading content and prescribing information — with prohibited elements (unapproved claims, unsupported comparatives). Use this to vet promo material before use. Claims must be substantiated and UCPMP-compliant; get medical and legal sign-off.

Purpose of this tool & output

Compliant, substantiated promo material

How the output is used

Use the review to check a promotional piece against the UCPMP and drug-advertising rules and to fix non-compliant or unsubstantiated claims before release.

Who should vet it

Your medico-legal or compliance team, against the UCPMP and drug-advertising rules, before release.

Important cautions

AI-generated checklist; claims must be substantiated and UCPMP-compliant; get medical and legal sign-off.

Companion documents

- Pharma Marketing Code Guide
- Medical Rep (MR) Management
- Product Training Kit
- Brand Marketing Plan
- Marketing Compliance Setup
- KOL Engagement Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.