

What If Modular Was Never the Endgame?

Beyond modular: Trusted content foundations as the real bridge to GenAI.

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Modular Content: The Promise vs. Reality

Let's be honest: everyone in pharma marketing has invested years trying to make modular content work—and for many, it's still a work in progress. We've embraced it as the key to speed, scale, and MLR compliance efficiency. In theory, it should have solved everything, right?

But in reality, modular content is hard. It's operationally heavy, difficult to scale globally while maintaining accuracy, and creatively restrictive. Sure, you still need modular design systems and frameworks. But most organizations spend more time operationalizing modular than creating meaningful, effective content with it.

As someone deeply embedded in global creative ops and asset workflows, my take is simple:

There are elements of modular content that remain valuable. But it's no longer the silver bullet. Especially not in an era where confidence in compliant content — not just scale — is the true prerequisite for everything we do.

Enter GenAI: From Modular to Managed Intelligence

We're in a moment where hundreds of leading companies are using GenAI to generate tailored, translated, reference-anchored content in seconds. In pharma, some teams are already leveraging AI to scan promotional materials for regulatory risk based on a specific country's requirements—before the piece ever reaches MLR.

That means:



**Narrower review
cycles**



**Reduced
friction**



**Fewer costly rounds
of rework**

This isn't just faster. It's smarter, more precise, and helps teams deliver content with accuracy, not just speed.

We no longer need to assemble messages from static, pre-approved modules to ensure compliance. AI can now deliver contextualized, high-science messaging to specific HCP segments—grounded in references, built for omnichannel delivery.

But here's the catch: AI is only as good as what we feed it.

And in pharma—the most regulated industry on the planet—AI must be built on a foundation of verifiable, governed, and tightly managed content. Without that, there's no trust. And without trust, there's no deployment.

Outpacing Modular: From Templates to Trust

Modular content helped us escape "big asset syndrome," shrink monolithic reviews, and introduced bundled atomic asset reuse. But its value is constrained by the rigidity of the model: limited variations, static building blocks, and the heavy lift of aligning across the ever changing business rules, markets and regulatory teams.

GenAI flips that model:



Move from manual reuse to automated, compliant regeneration



Replace static modules with dynamic prompts and structured context



Use real-time logic instead of fixed templates to ease MLR burdens



Deliver localized, reference-based content on demand

Let's stop trying to optimize a system never designed for the speed or intelligence we now have access to. Let's build the structured content environment GenAI needs to perform responsibly and effectively.

Build Content Management as a Strategic Trust Enabler

If we want AI to power the next generation of content, content management can't just be seen as operational infrastructure. It must become a strategic trust enabler.

A modern content foundation should include:

- Reference-backed messaging, scientific statements, and claims
- Claims classification (safety, efficacy, dosing, branded, etc.)
- Visual guidance and approved imagery, accessible for AI-native asset generation
- Clear usage rights and permissioning, flagged visually for all creators
- Structured metadata for content retrievability, auditability, and reusability
- MLR-ready organization to support dynamic regeneration
- Seamless, secure access to brand content through integration with standard productivity apps

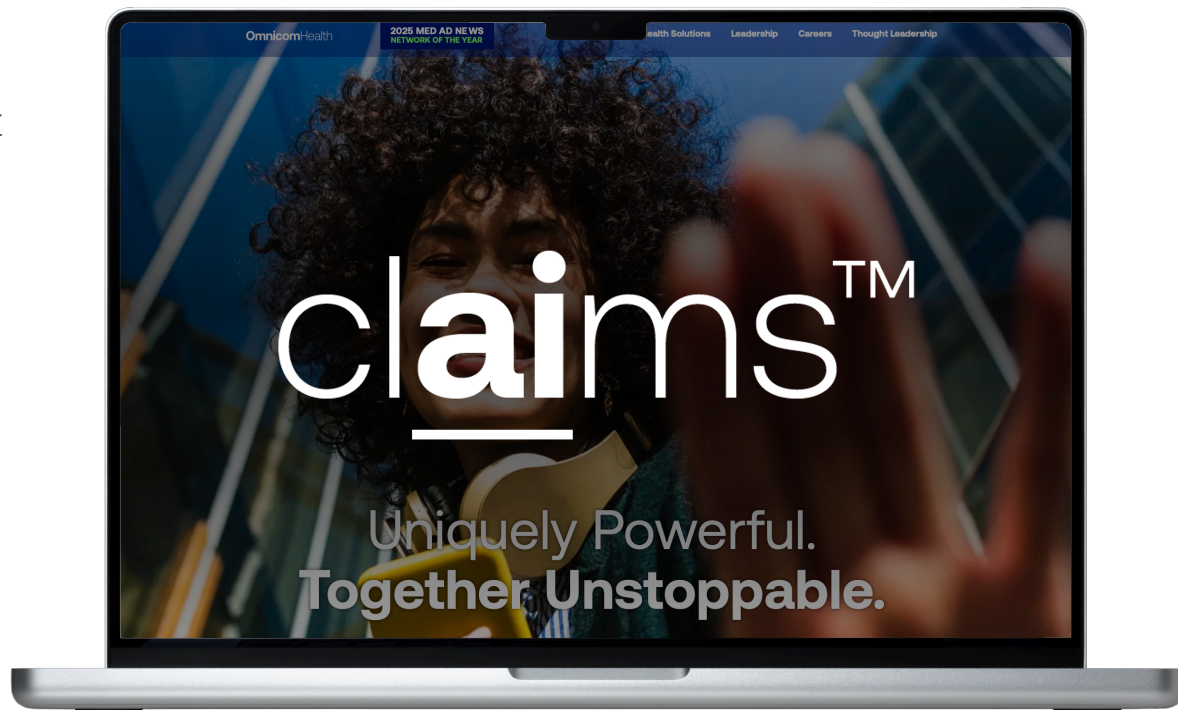
This isn't about building another DAM. It's about standing up an **intelligent content layer**—a governed source of truth that supports compliant GenAI outputs at scale.

Claims™: Turning Approved Assets Into GenAI Fuel

If GenAI is the engine, governed content is the premium fuel pharma can trust.

That's the philosophy behind our Claims™ services, which supports the delivery of approved claims libraries up to 9X faster than traditional manual methods by deconstructing already-approved regulatory assets.

This doesn't just accelerate content readiness—it creates a clean, trusted corpus that can allow GenAI to work safely and at scale.



So, are we at a Fork in the Road?

Modular Got Us This Far—Now GenAI Takes the Fast Lane

This isn't about discrediting modular systems. They helped us rethink scale, compliance, and efficiency. They got us to build claim libraries, align with MLR, and define content rights—all of which remain critical.

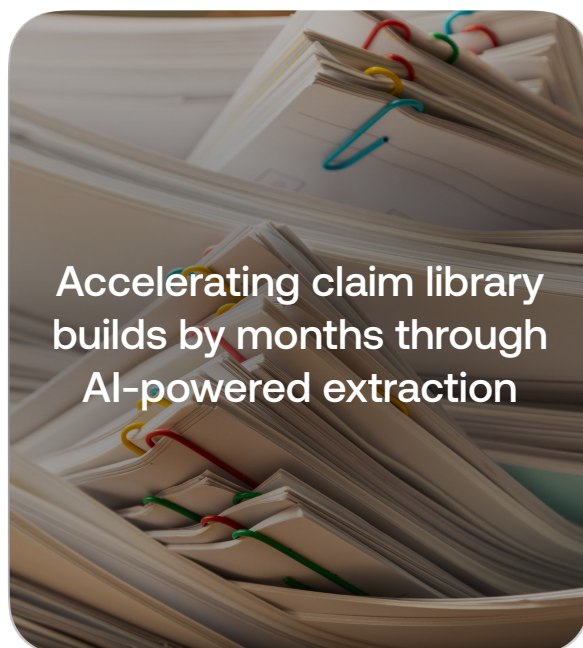
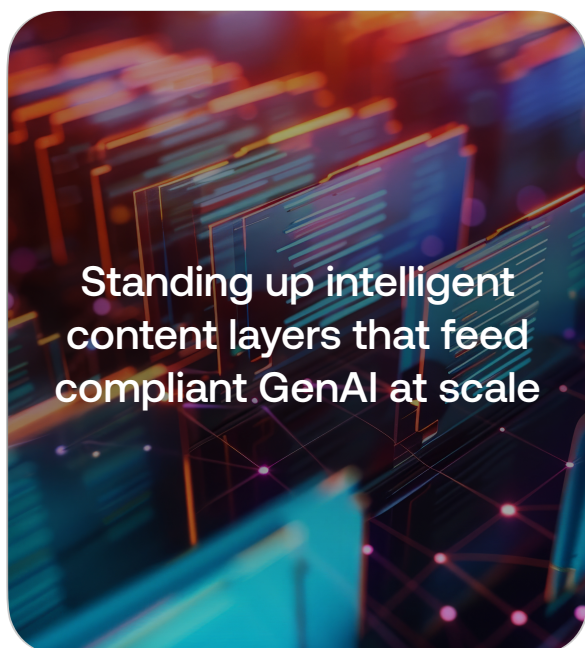
But we're at a turning point.

Do we continue to invest in a rigid, operationally heavy model?

Or do we shift to an intelligent, AI-enabled future—where compliance and creativity finally coexist?

In the GenAI era, trust is the new currency. The smartest investment isn't in systems alone, but in the combination of systems, process redesign, and seamless integration that enables AI to generate compliant, high-quality, personalized content at scale.

This is where the real value emerges: when organizations not only adopt intelligent platforms, but also rethink how work flows across creative, marketing, and regulatory functions. Together, these changes unlock the full potential of GenAI and set the foundation for trust, compliance, and impact. Here's what this looks like in practice:



The Way Forward

The future of pharma content will be defined by GenAI powered by trust. Those who invest now in governed, intelligent content systems won't just move faster — they'll move smarter, with the confidence that every message is accurate, compliant, and built for real impact.

At Omnicom Health, we see this shift every day — in the intelligent content layers, AI-powered claims systems, and operational models we're building alongside our clients and partners. The real differentiator lies in the discipline: curating a governed corpus of regulatory-approved claims and brand assets, connecting them through ring-fenced APIs, and enabling synthetic generation that always draws from the right, compliant sources.

It's careful, deliberate work — often underestimated, but indispensable. When content is organized and governed at this level, GenAI can finally deliver at scale, outpacing traditional methods while preserving accuracy, safety, and brand integrity.

Want to Learn More?

If you're interested in continuing the conversation, exploring how creative content management can reshape your GenAI ambitions, or exchanging ideas on building intelligent content layers, feel free to reach out:



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