

Understanding and addressing content abandonment within life sciences

Optimizing processes to achieve operational excellence



Benefits

- **Healthcare Information Exchange:** Reduces data silos, improving care coordination
- **Clinical Document Management:** Increases staff productivity while enhancing compliance
- **Patient Experience Platform:** Boosts patient satisfaction scores through personalization
- **Healthcare Analytics Suite:** Decreases costs through AI-powered operational insights

Bringing therapies to market to improve patient outcomes is a high stakes game. To be successful, pharmaceutical companies must ensure careful and comprehensive control over documents throughout a drug's lifecycle. The pharmaceutical industry faces numerous challenges in this endeavor: strict regulatory requirements from bodies like the FDA and EMA that demand meticulous documentation; an overwhelming increase in content generated across clinical trials, R&D, and manufacturing processes; and persistent content silos that hinder effective collaboration.

Despite establishing records management policies, many companies struggle to keep pace, resulting in content abandonment—where documents are left incomplete, unused, or unmaintained—impeding innovation and efficiency. This paper explores strategies for harmonizing and integrating content systems to combat content abandonment and unlock information's full potential to accelerate time-to-market for new medicines.

The growing crisis of content abandonment in pharmaceutical document management

In today's pharmaceutical landscape, companies face unprecedented pressure to bring innovative therapies to market quickly while navigating an increasingly complex regulatory environment. At the heart of this challenge lies a growing crisis: content abandonment.

Services

Professional Consulting Services

Our life sciences consultants bring decades of pharmaceutical documentation expertise to your implementation. From initial assessment through validation and go-live, our team ensures your content management solution aligns with regulatory requirements while optimizing your specific workflows.

Managed Services

Focus on your core mission of bringing therapies to market while we handle the day-to-day management of your content infrastructure. Our managed services include system monitoring, performance optimization, user management, and proactive compliance updates that keep your system running at peak efficiency.

Learning Services

Empower your teams with customized training programs designed specifically for pharmaceutical documentation workflows. Options include role-based training tracks, validation support documentation, and ongoing education to ensure your organization maximizes adoption and achieves continuous improvement.

Content abandonment occurs when critical documents and records are left incomplete, poorly maintained, or trapped in disconnected systems—rendering valuable intellectual property effectively lost within an organization. This has serious implications for pharmaceutical companies:

- **Extended development timelines:** When researchers and clinical teams cannot efficiently locate or leverage existing knowledge, they often duplicate work, delaying crucial development milestones.
- **Compliance vulnerabilities:** Abandoned or poorly managed content creates regulatory blind spots, increasing the risk of non-compliance with stringent FDA and EMA requirements.
- **Diminished return on R&D investment:** The pharmaceutical industry invests billions in research annually, yet content abandonment prevents organizations from fully capitalizing on this investment through knowledge reuse and insight generation.
- **Collaboration barriers:** Siloed information systems and abandoned content hinder cross-functional collaboration, a crucial element in successful drug development and commercialization.

As the volume of data and documentation grows exponentially across the drug lifecycle, pharmaceutical companies must implement strategic approaches to content management that address the root causes of content abandonment while enabling faster innovation and more efficient regulatory compliance.

Transforming document chaos into strategic assets

Your organization cannot afford to let valuable information languish in disconnected systems. An integrated content management approach transforms how your teams create, manage, and leverage critical documentation throughout the drug lifecycle. Implementing a unified platform breaks down information silos and establishes a single source of truth that propels innovation while maintaining compliance.

Accelerate time-to-market through streamlined documentation

Each day earlier that a therapy is brought to market represents millions in potential revenue and, more importantly, faster access for patients. By harmonizing content systems, your teams can rapidly locate existing research, avoid duplicating past efforts, and make informed decisions based on complete information. Clinical teams can seamlessly transfer documentation to regulatory affairs, who can then assemble submission packages more efficiently, shaving months off traditional timelines.

Mitigate compliance risk with complete document control

When documents are abandoned or poorly managed, regulatory risks multiply exponentially. An integrated content management strategy provides comprehensive tracking of every document version, complete audit trails, and automated workflows that ensure nothing falls through the cracks. Your teams can demonstrate due diligence to regulators with confidence, knowing that all documentation meets rigorous standards for accuracy, completeness, and traceability.

Services

Regulatory Compliance Services

Stay ahead of evolving documentation requirements with our specialized regulatory compliance services. Our experts continuously monitor global regulatory changes, help implement necessary system adjustments and provide documentation templates that meet the most current standards.

Implementation Accelerators

Fast-track your implementation with our industry-specific templates, validation protocols, and migration tools developed specifically for pharmaceutical content management. These accelerators can reduce implementation time while ensuring comprehensive compliance.

Contact our pharmaceutical solutions team today to create a customized services package that aligns with your organizational goals and regulatory requirements.

Maximize ROI through knowledge reuse and insight generation

The intellectual property contained within your documentation represents billions in research investment. By rescuing this content from abandonment, you unlock its full potential across the organization.

Researchers can build upon past findings rather than starting from scratch. Manufacturing teams can reference historical data to optimize processes. Commercial teams can leverage clinical insights to develop more compelling market positioning. This systematic reuse of knowledge compounds over time, delivering continual returns on your documentation investment.

Foster collaboration across functions and geographic boundaries

In global pharmaceutical development, siloed teams create bottlenecks that slow progress and introduce errors. An integrated approach eliminates these barriers, enabling researchers, clinicians, regulatory specialists, manufacturing experts, and commercial teams to work from the same information foundation. Real-time collaboration tools ensure that insights flow freely across your organization, regardless of team members' physical locations or departmental affiliations.

Future-proof your content strategy for evolving requirements

The regulatory landscape and technological environments continue to evolve at an unprecedented pace. By implementing a flexible, scalable content management approach now, your organization builds adaptability into its documentation processes. As requirements change, your teams can quickly adjust workflows, templates, and approval processes without overhauling entire systems, ensuring you remain compliance-ready while continuing to accelerate development timelines.

Eliminate content abandonment for a strategic advantage

Content abandonment represents not just a documentation challenge but a strategic liability that impacts every aspect of drug development and commercialization. By implementing an integrated content management approach, pharmaceutical organizations can transform their documentation from a compliance burden into a strategic asset that accelerates innovation, strengthens regulatory positioning, and maximizes the value of institutional knowledge.

OpenText stands apart in addressing these challenges through its purpose-built life sciences solution that combines decades of industry expertise with cutting-edge content management technology. Unlike generic document management systems, OpenText's platform offers pharmaceutical-specific workflows, templates, and validation protocols that align perfectly with FDA, EMA, and other global regulatory requirements.

“Before implementing this solution, our regulatory submissions were constantly delayed by documentation challenges. Now, our teams can locate, compile, and verify documentation in a fraction of the time, which has directly contributed to bringing three key therapies to market ahead of schedule.”

VP of Regulatory Affairs

“The ability to quickly access historical documentation and leverage existing knowledge has transformed our research efficiency. What used to take weeks now takes hours, allowing our scientists to focus on innovation rather than information gathering.”

Head of R&D

The OpenText difference becomes evident through:

- Seamless integration with existing scientific, clinical, and regulatory systems to create a unified information ecosystem.
- Industry-leading compliance capabilities that anticipate and adapt to evolving regulatory requirements.
- Proven implementation methodologies that minimize disruption while accelerating time-to-value.
- Global expertise in pharmaceutical content management with successful deployments across the world’s leading life sciences organizations.

By partnering with OpenText, pharmaceutical companies gain more than a technology solution—they secure a strategic advantage in bringing life-changing therapies to market faster, more efficiently, and with greater confidence in their regulatory compliance. In an industry where documentation directly impacts patient outcomes, OpenText transforms content from a liability to be managed into an asset that drives competitive differentiation and scientific advancement.

Leading pharmaceutical company reduces time-to-submission

A top 10 global pharmaceutical company with operations in more than 50 countries faced significant challenges managing its regulatory documentation across multiple therapeutic areas. Content was siloed across 14 different systems, creating bottlenecks in the process and increasing compliance risks.

By implementing an integrated content management solution, the company:

- Consolidated all regulatory documentation into a single, validated platform.
- Reduced submission preparation time.
- Decreased documentation-related compliance findings.
- Enabled real-time collaboration between research and regulatory teams.

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