



CASE STUDY

simplifying global MLR review: local expertise at a global scale



Discover how we streamlined localized MLR review for a global pharmaceutical client through centralized coordination.

Our team delivered a streamlined Medical, Legal, Regulatory (MLR) review process across global markets—including Korea, Japan, Brazil, and Europe—ensuring regulatory compliance and reducing complexity for a leading pharmaceutical company. We leveraged medical and regulatory experts in each market to provide precise translation verification and locally compliant reviews, while optimizing communication through a single-point-of-contact program manager.

"Centralizing our global MLR review process through a single service provider with local expertise was a game-changer. It cut review times in half, minimized compliance risk, and allowed our teams to focus on what they do best."

challenge

A leading global pharmaceutical company was facing **increasing complexity in managing the MLR review of promotional materials across diverse markets**. Each country posed unique challenges: different languages, regulatory requirements, and timelines.

Relying on separate in-country resources or agencies for each market proved to be inefficient and inconsistent. Managing a patchwork of vendors led to increased administrative burden, higher costs, and delays in campaign rollouts.

The client needed a **reliable, scalable partner capable of delivering compliant, localized reviews in a coordinated and efficient manner** to alleviate, as they put it, “extended review timelines” of promotional assets caused by a “lack of centralized oversight and process standardization.”

solution

Our team provided a centralized global MLR solution tailored to the client’s needs. We built a network of marketing coordinators and expert reviewers fluent in local languages and well-versed in country-specific medical and regulatory guidelines. From Japan and Korea to Brazil, North America, and Europe, we delivered localized expertise under a single operational framework.

By consolidating management under one service provider, we streamlined communication, standardized processes, and reduced risk, all while maintaining a deep understanding of regional compliance requirements. This approach provided consistent quality and speed, without sacrificing local accuracy or insight.

The client found the communication structure to be especially valuable, in that all workstreams across the various markets were managed by a single program manager, providing global oversight and a clear point of contact for all matters.

results

The client experienced immediate benefits from our centralized model.

Promotional materials were reviewed and approved 52% faster, with fewer compliance issues and improved consistency. The burden of managing separate vendors across different regions was eliminated, reducing administrative overhead.

Most importantly, **our localized, multilingual reviewers ensured that all content adhered to specific regulatory standards, mitigating legal risks and supporting faster go-to-market execution.**

Over time, this solution helped the client scale their global marketing efforts with confidence and efficiency.