COVID-19 Was a Wake-Up Call for Antimicrobial Claims Management

For Consumer Goods companies that manufacture and sell antimicrobial products, the COVID-19 pandemic has heightened the sense of urgency around getting new efficacy claims substantiated, approved, and in-market quickly.

Some companies were able to respond fairly quickly via the EPA’s Emerging Viral Pathogen classification, activated at the end of January, and make claims against COVID-19 consistent with EPA guidance. Others were not as prepared and are now scrambling to catch up.

Regardless of where your company falls in the spectrum of preparedness, every company should take this opportunity to rethink how it manages product claims.

Here’s how most Consumer Goods manage product claims:

- Claims are tracked in a spreadsheet by brand and product
- Access to the latest claims is limited
- Review and approval commonly occurs via email
- Frequent in-person claims review meetings
- Heavily reliant on institutional memory
- Substantiation documentation is siloed in one or more separate locations
- EPA Master Label PDF’s are the source of truth
- It’s difficult to search for claims by product or for claims relying on specific substantiation

If this sounds familiar to you, it’s time to modernize your company’s claims management process.
Spreadsheets, email and shared folders are old technologies, wholly unsuited to both the dynamic nature of product claims today, and the way the modern workforce works. It’s time to treat product and antimicrobial efficacy claims as a strategic growth engine. And time to match your processes and technologies to the reality of a distributed workforce.

Here are the top five ways a modern claims management solution like Veeva Claims can help drive efficiency, accelerate speed to market, and reduce risk.

1. **A true single source of truth:**
   One, location for all claims with full detail around permissible usage, including required footnotes, geographic variations, translations, and permitted marketing channels.

2. **Universal accessibility:**
   All employees across key functions have access to the latest information around claims - marketing, legal, regulatory, R&D. No more information locked in silos or time wasted hunting for information.

3. **Searchable and filterable:**
   Because claims are treated as pieces of data (objects), it’s simple to search for specific claims by product, geography, market, or other parameters. It’s also easy to run reports and create dashboards to better manage the process.

4. **Upstream and downstream traceability:**
   Claims can be directly linked upstream to the substantiation documentation and downstream to marketing and sales assets using those claims. This makes responding to customer or regulatory inquiries a quick and easy process.

5. **Fits today’s workforce:**
   Because Veeva Claims is cloud-based, it’s accessible on any device with a browser and internet connection. Workflows speed the review and approval process, reducing reliance on email and in-person meetings. Perfectly tailored to a distributed workforce.

**Take the Next Step:** [Learn more](https://www.veeva.com) about how Veeva Claims can help transform claims management at your company. Contact our claims management specialist today.

**About Veeva**

Founded in 2007, Veeva NYSE (VEEV), is a global provider of cloud-based software solutions. We help quality, regulatory and commercial teams in the cosmetics, consumer goods, and chemical industries unify disconnected processes, documents and data. In doing so, we help our customers eliminate inefficiencies so they can bring innovative, high quality products to market faster without compromising compliance. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America. [Learn more](https://www.veeva.com).