

# Promotional Compliance

# Material

Two pharmaceutical companies sought solutions for review of promotional and non-promotional materials to ensure compliance with the European Union (EU) and national country legislation and guidelines for medicinal products.

The objective for BlueReg was to provide provide a sustainable, scalable, high quality, timely and cost-effective solution for the review of promotional and non-promotional materials. To provide support for the review and approval of EU campaigns and national materials both within Europe and for rest of world markets, submission and approval to national health authorities where applicable, implementation of relevant Standard Operating Procedures (SOPs) at the EU and / or local levels, provision of local representatives as per the market needs with delivery of specific market training as required and regulatory market intelligence to enable key business go / no go decisions to be taken for product promotion / market launches