Content is arguably a marketer's most vital natural resource: it is at the heartbeat of the marketing activities that connect life sciences companies with their customers and patients—helping deliver insights and strategies for managing digital content now and in the future.*

Accenture Interactive surveyed 55 pharmaceutical and biotech and 55 medical technology respondents from the United States, Canada, United Kingdom, Germany, India and 17 other countries. The survey included pharmaceutical and biotech companies and 17 medical technology respondents from 17 countries who have decision-making responsibilities for the creation, development and management of content within their organizations, both internally and externally. This report summarizes the key findings from the Life Sciences Survey for Life Sciences: The State of Content 2016:

### Content Overload
Life sciences respondents are producing in reaction to an ever-increasing volume of digital content. Just 13% of the pharmaceutical and biotech marketers and 17% of medical technology marketers feel they leverage content well. And very few think they are doing it well. The amount of content that companies are generating is outpacing the amount of time and resources they have to manage it.

- **Pharma**: 78% of pharmaceutical marketers agree that it is becoming more difficult to manage content. 
- **Bio**: 95% of biotech marketers agree that content management is difficult.
- **Med Tech**: 97% of medical technology marketers agree that content management is difficult.

The Inaugural State of Content Survey by Accenture Interactive reports the attitudes, insights and strategies for managing digital content now and in the future. The online survey targeted 1,078 senior executives across 14 industries and spanning 17 countries, including: automotive, consumer goods, insurance, retail, healthcare, pharmaceutical, life sciences, oil & gas, telecommunications, technology, government, software, manufacturing and financial services.

### Structuring for Content Success
To successfully manage content in this complex environment, pharma, biotech and med tech companies will need to:

1. **Define a strategy that meets their current objectives**: These activities independently will struggle to overcome operational challenges in the short term. However, without a clear strategy that meets their current objectives, these activities will struggle to overcome operational challenges in the short term. Since 2013, the rate of content creation and consumption has increased by 175%.

- **Pharma**: 58% of pharmaceutical/biotech and 60% of medical technology respondents cited a lack of integration across channels.
- **Bio**: 25% of bio-tech respondents cited a lack of integration across channels.
- **Med Tech**: 25% of medical technology respondents cited a lack of integration across channels.

2. **Establish clear objectives**: A coherent strategy that meets their current objectives is critical to managing the abundant volume of digital content and assets. However, just 25% of health care marketers agree that their companies are setting clear objectives for leveraging content.

- **Pharma**: 24% of pharmaceutical marketers agree that their companies are setting clear objectives for leveraging content.
- **Bio**: 30% of biotech marketers agree that their companies are setting clear objectives for leveraging content.
- **Med Tech**: 15% of medical technology marketers agree that their companies are setting clear objectives for leveraging content.

3. **Create an organizational structure (including people, processes, technology and tools) that can deliver the stated objectives and achieve the overall strategy**: Just 8% of medical technology respondents agree that their companies are spending a moderate to enormous amount of time managing content. Almost everyone spends more time managing the operational details of content management than they would like.

- **Pharma**: 42% across all industries agree that it is becoming more difficult to manage content.
- **Bio**: 75% of the biotech marketers agree that content management is difficult.
- **Med Tech**: 89% of medical technology marketers agree that content management is difficult.

### High Spend
Lack of a content strategy and objectives pushes growing investment and dollars at risk. Pharmaceutical and biotech and medical technology respondents spend over $9 billion each year on content and asset management, with more than 50% of that investment going toward technology, tools and platforms.

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### To the next two years.

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### Additional Notes

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The State of Content Survey for Life Sciences was commissioned by Accenture Interactive to better understand the volume and impact of digital content, and the challenges faced in managing it, across pharmaceutical and medical technology industries. The survey included pharmaceutical and biotech and medical technology respondents from 17 countries.

### Join the Conversation
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