

ILLUSTRATIVE SCENARIO – REPRESENTATIVE OF WORKSHOP OUTCOMES | MAKENI BENT  
DIGITAL CONSULTING

# From 9 Revision Cycles to 3

How one pharma team aligned Legal, Regulatory, and Medical Affairs before  
the first material was written





# The Real Cost of Downstream Misalignment

## The Pattern

A global pharmaceutical company preparing an unbranded vaccine awareness campaign faced a recurring problem: MLR submissions returning with **structural objections** — not compliance edits, but fundamental disagreements about core claims that should have been resolved months earlier.

## The Consequence

By the time the campaign brief reached the agency, the team had already spent **eleven weeks in internal review**. The launch window was narrowing. This was the third consecutive launch where the same pattern repeated.

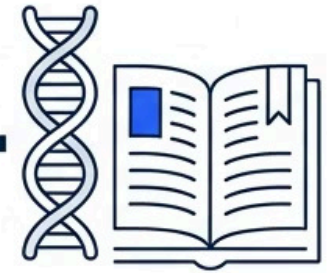
# No One Was Wrong. But No One Was Working From the Same Foundation.



## LEGAL

Conservative Language  
& Risk Mitigation

## MEDICAL AFFAIRS

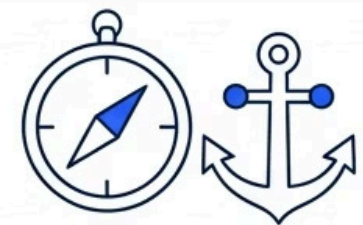


Clinical Precision  
& Evidence Integrity



## BRAND

Emotional Resonance  
& Patient Connection



## REGULATORY

Defensible Sourcing  
& Label Compliance

- ❑ Without a shared source of truth, materials absorb the cost of misalignment – revision cycle after revision cycle. Each stakeholder is individually correct. The problem is structural, not personal.

# Move the Negotiation Upstream



## The Launch Messaging Alignment Workshop

Brand, medical affairs, legal, and regulatory came together in a structured two-day facilitation – **before any materials were briefed**. The objective was not consensus on everything. It was consensus on three non-negotiables:

**Output:** A single messaging architecture document – reviewed, challenged, and approved by all four stakeholder groups.

### Core Claim

The single defensible message all assets would anchor to

### Claims Hierarchy

Ranked priority of supporting statements

### Compliance Guardrails

Pre-agreed boundaries every downstream asset would be built within

# Measured Against Their Own Historical Benchmarks

3

## MLR Review Cycles

Down from **6–9 cycles per asset** — a reduction of more than 60%

85%

## First-Pass Approval

Up from **40–50% baseline** — nearly doubling the rate of clean submissions

1st

## On-Schedule Launch

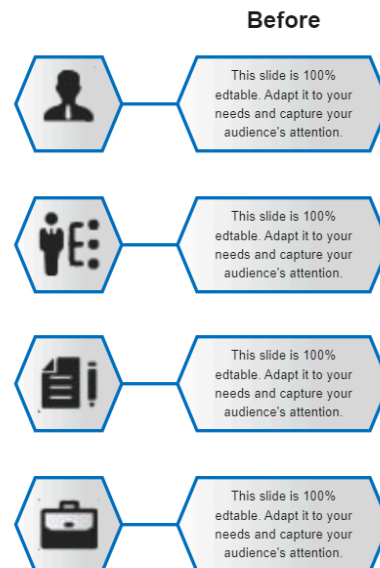
The **first on-time delivery** for this brand team in three consecutive launch cycles

### Before and After Business Strategy

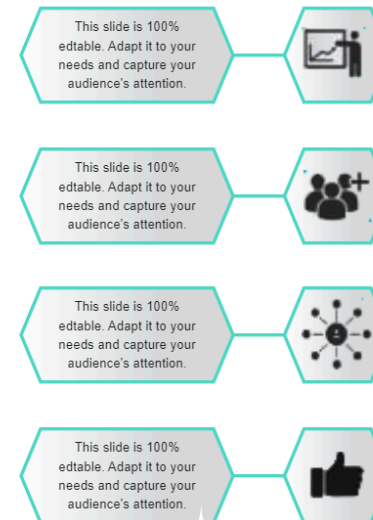
Vs.

#### Before Workshop

9 revision cycles ·  
40% first-pass ·  
Missed launch



#### After



#### After Workshop

3 revision cycles ·  
85% first-pass · On-  
schedule delivery

Results reflect the team's own historical benchmarks — not industry averages. The performance gap was measured against prior launches under the same team structure.

# The Revision Cycles Weren't a Process Problem. They Were a Messaging Problem.

## The Root Cause

When the source of truth doesn't exist before content creation begins, every downstream asset becomes a negotiation. Legal, medical, regulatory, and brand each impose their priorities — sequentially, in the review queue.

## The Mechanism

The workshop moved that negotiation upstream — **compressing months of iterative conflict into two focused days.** The materials that followed weren't easier to approve because the team got lucky. They were easier to approve because the hard decisions had already been made.

# When Launch Teams Find Their Through



## Makeni Bent Digital Consulting

We help pharmaceutical brand, medical affairs, legal, and regulatory teams reach **messaging alignment before content creation begins.**

Our flagship offering – the **Launch Messaging Alignment Workshop** – compresses months of iterative misalignment into two focused days, producing a single, stakeholder-approved messaging architecture that every downstream asset can be built on.

[makenibent.com](https://makenibent.com)

## Who We Serve

VP- and Director-level pharma brand, medical affairs, regulatory, and legal teams

## Our Approach

Structured upstream facilitation – evidence-first, stakeholder-owned outcomes