



MLR

(Medical, Legal, Regulatory) Buddy Re-imagined with GenAI and Workfront

Efficient, Compliant, and Streamlined
Marketing Operations



In today's fast-paced business environment, inefficiencies in the **MLR (Medical, Legal, Regulatory)** review process can lead to time wastage and increased operating costs. Wipro's MLR Buddy, integrated with Workfront, offers a cutting-edge solution designed to streamline these processes, ensuring compliance and enhancing productivity.

Our solution leverages advanced AI and machine learning technologies to provide predictive scoring and intelligent recommendations, significantly reducing manual review time and facilitating seamless integration with the MLR platform.



MLR Buddy at a glance...

Wipro's MLR Buddy is designed to minimize time loss and eliminate redundancy inherent in the MLR review process. By using a validated method to produce predictive scores that reflect compliance with MLR regulations and requirements, the MLR Buddy instills confidence with every submission.



Our Evaluation Parameters

Powered By WeGA (Wipro Enterprise Generative AI)

<p>Medical</p> <ul style="list-style-type: none"> • Safety and efficacy claims • Dosage and administration • Clinical data/ peer review studies • Side effects/ contraindications • Precautions • Adverse event reporting 	<p>Marketing</p> <ul style="list-style-type: none"> • Brand compliance • Industry codes of conduct • Endorsement guideline check • Social media compliance • Graphics and images • Print disclosures and legal disclaimers • Comparative claims (with competitor's products) • On-going studies 	<p>Regulations</p> <ul style="list-style-type: none"> • Region specific regulatory guidelines compliance (FDA, MHRA, EMA etc.) • Off-label use • Legal disclaimers • IP and legal information (copyrights, trademarks, patents) 	<p>Appropriate</p> <ul style="list-style-type: none"> • Audience appropriateness • Deceptive messaging

How we help drive businesses...



Enhanced Efficiency

Reduces the MLR review and approval cycle time, enabling faster time-to-market for your marketing content.

Improved Compliance

Leverages a robust rules engine to ensure adherence to regional and industry-specific guidelines, reducing risks associated with non-compliance.



Optimized Resource Utilization

Automates workflows and content approvals, freeing up valuable resources and allowing teams to focus on strategic initiatives.



Measurable outcomes

50%

Reduction in overall time

30%

Reduced operating costs

90%

First time right designs



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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong

commitment to sustainability and good corporate citizenship, we have over 220,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,
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