

A male doctor with a beard and a female nurse are looking at a tablet together in a clinical setting. The doctor is wearing a white lab coat and a stethoscope, and the nurse is wearing blue scrubs. The background is dark and out of focus.

Quill

MAX.AI™
MADE BY  ZS

Personalize life sciences content at scale—without compromise

Quill unites classical AI, gen AI and deep industry expertise to cut creation cycles, accelerate approval and lift engagement.



“Companies face intense pressure to deliver personalized experiences with limited resources and growing customer expectations. The next competitive edge isn’t more content—it’s the right content, approved faster and tailored to every stakeholder. Gen AI turns data into dialogue.”

–Kumar Saurabh, Associate Principal

Our philosophy

Life sciences companies know hyperpersonalized and well-timed content creates meaningful connections. The most innovative teams are crafting strategies that deliver tailored messaging while maintaining compliance—transforming what was once a complex process into a competitive advantage.

Breakthroughs deserve breakthrough storytelling. Quill, built on ZS’s Max.AI with ZS’s deep industry expertise in digital consumer experience, turns a once-linear content pipeline into an adaptive ecosystem that:

- Creates on-brand assets in minutes
- Routes them through right-sized medical, legal and regulatory (MLR) review
- Serves messages that resonate with healthcare providers

Teams using Quill deliver materials 2.5 times faster, cut MLR effort by 64% and capture 140%-plus gains in clickthroughs. That’s speed and scale—without sacrificing compliance. With Quill supporting your vision, your content strategy delivers experiences that strengthen relationships and advance your mission of improving lives.



**Click on each
case study
to learn more**

Case study 1:
Intelligent extraction

Case study 2:
Accelerated MLR

Case study 3:
Content variants



A global pharmaceutical company needed to efficiently break down composite content such as emails and websites into modular, reusable blocks tagged for its content management system. It also aimed to build a searchable claims library from approved multi-page documents.

CHALLENGE

The manual process of extracting content and uploading it to Adobe Experience Manager (AEM) was time-consuming, taking about five days per asset. This slowed down content creation and reuse across global and regional markets.

SOLUTION

- Implemented Quill, ZS's generative AI-powered tool, to automate content extraction
- Broke down fully composite pieces of content into individual pieces
- Auto-applied metadata aligned to the client's taxonomy
- Pushed modules into AEM through API integration
- Enabled seamless global-to-local content adaptation
- Addressed the impact of actionable gaps on patient outcomes

IMPACT

- Reduced processing time from five days to about 30 minutes per asset (90% reduction)
- Processed 550 claims across multiple brands
- Significantly improved global-to-local reuse efficiency
- Initially implemented in English, with ongoing projects in Japanese and German
- Laid foundation for regional copy creation and transcreation



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**A multinational
pharmaceutical company
needed to streamline its
medical, legal and
regulatory (MLR) review
process for content
approval, which was a
significant bottleneck in
getting materials to market.**

CHALLENGE

The MLR review process—sometimes referred to as promo review committee (PRC) process or promo review team (PRT) process—workflow was manual, inconsistent across languages and markets and was too slow to meet launch timelines.

SOLUTION

- Leveraged Quill for MLR acceleration
- Implemented editorial and business pre-checks leveraging gen AI
- Used similarity scoring for content comparison and generated approver insights
- Developed an AI-powered tiering system for appropriate review levels
- Integrated with Veeva PromoMats, a pharma-specific review and approval tool

IMPACT

- 50% faster time to market for promotional content
- 60% reduction in reviewer effort level
- Improved accuracy in tier selection for review processes
- Successfully conducted a pilot in one market and started scaling to other markets
- Helped fulfill U.S. Food and Drug Administration 2253 submission requirements



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Case study 2:
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Case study 3:
Content variants



A global biotechnology pioneer needed to create multiple on-brand variations of preapproved content so it could personalize outreach and boost engagement with healthcare professionals (HCP).

CHALLENGE

Creating content variants manually was time-consuming and limited the ability to personalize content at scale for different HCP preferences.

SOLUTION

- Activated Quill to generate content variants from pre-approved materials
- Created variations in tone, length, images and call-to-action placement
- Maintained consistent core messaging and important safety information
- Enabled content hyperpersonalization based on AI-driven healthcare provider micro-preferences analysis
- Marketer review time trimmed to two to three days (was two to five days)
- Revision cycles reduced to one to two days (was one to two weeks)
- Total cycle time down to one to 1.4 weeks (was three to five weeks)
- Two weeks faster for content to reach market
- Personalization powered by HCP micro-preference insights while safeguarding indication and safety consistency

IMPACT

- 2.5 times more efficient than the current agency model
- Per single asset improvements:
 - Variant creation cut from two weeks to two days

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ABOUT ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

Everything we do connects to your business model and product mix with calculated decisions about future opportunities to drive growth.

