

COMMUNICATE WITH IMPACT. COMPLY WITH CONFIDENCE.

End-to-end review and validation of medical device claims, promotional materials & ANSM advertising authorization.

Turn compliant communication into a foundation for credible claims, consistent messaging and regulatory confidence.

YOUR CHALLENGES

-  **DIGITAL & SOCIAL BOUNDARIES** How far can promotional messaging legitimately go across social media, websites, and digital channels?
-  **MANDATORY LEGAL MENTIONS** How to navigate diverging public vs. HealthCare Professional rules and complex ANSM requirements without slowing campaign rollouts?
-  **COMPLIANCE VS. COMPETITION** How to create compelling promotional materials without increasing regulatory or reputational exposure?

OUR APPROACH

01 ASSESS

- Critical review and gap analysis of existing promotional assets and marketing claims
- Assessment of communication channels, target audiences (HCP vs. public), and regulatory status
- Prioritized compliance roadmap and campaign submission planning



02 IMPLEMENT

- Full validation of promotional materials and mandatory legal mentions
- End-to-end preparation, compilation, and submission of ANSM advertising authorization applications
- Hands-on review workflows aligned with EU MDR 2017/745, EU IVDR 2017/746 and Public Health Code standards



03 ASSURE

- Expert review for complex or high-risk communications
- Dedicated hotline for urgent marketing and claim queries
- Targeted advertising compliance training for marketing, medical, and sales teams
- Direct interaction and follow-up with health authorities (ANSM) and Notified Bodies

YOUR BENEFITS



COMPLIANT MULTICHANNEL COMMUNICATION

Confident communication across digital, social and traditional channels aligned with EU MDR/IVDR and the Public Health Code.



ROBUST, DEFENSIBLE CLAIMS

Substantiated claims and appropriate legal mentions designed to support regulatory scrutiny and strengthen credibility.



ANSM ADVERTISING AUTHORIZATIONS & MARKETING ASSETS

Support advertising visa submissions and deployment of high-impact marketing campaigns with greater regulatory confidence.

**READY TO STRENGTHEN YOUR
PROMOTIONAL COMPLIANCE?**

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Committed to **Excellence**