

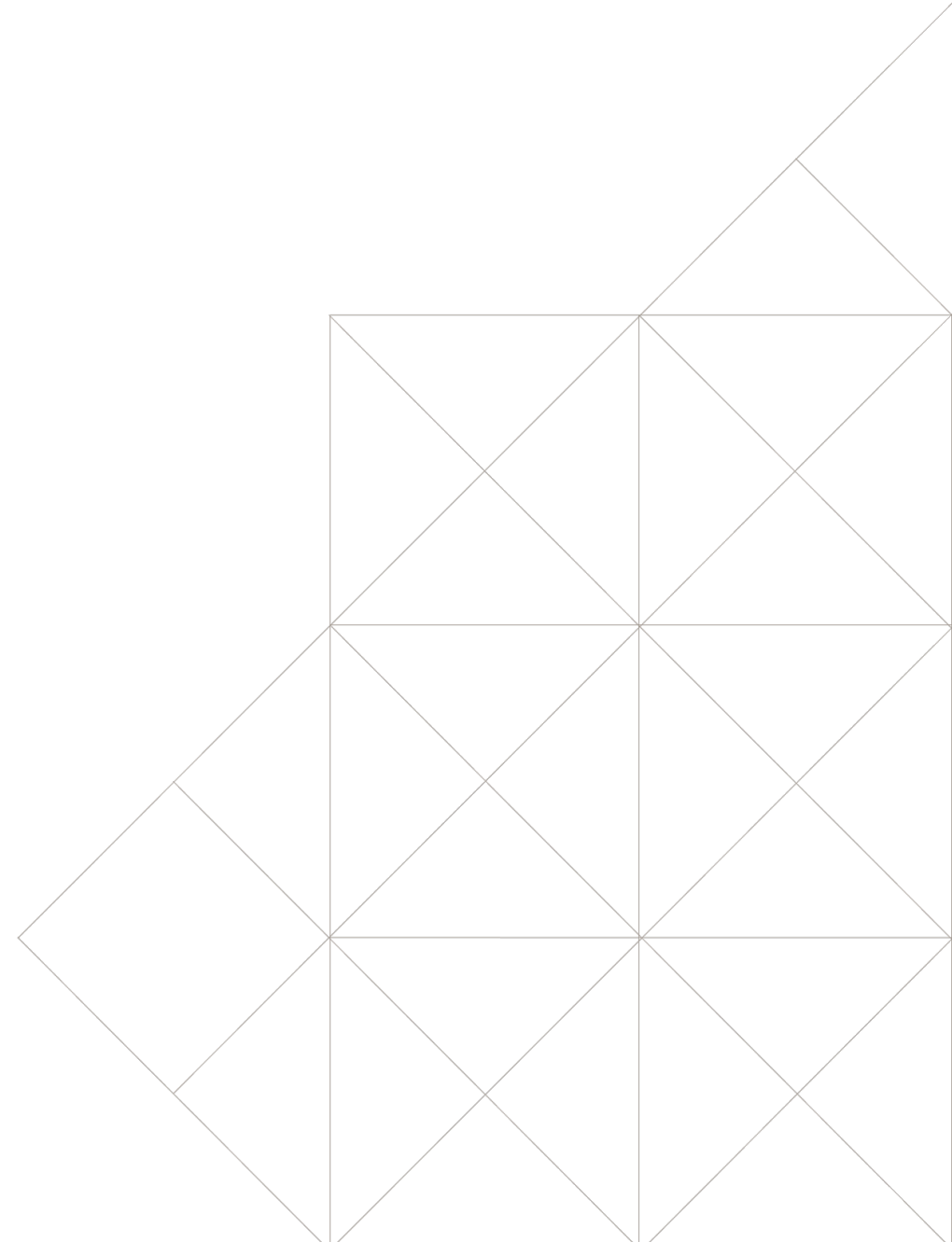


**Fonto**

**#GPRAS**

# **Global Pharmaceutical Regulatory Affairs Summit**

April 7  
Berlin





**Fonto**

THE FUTURE OF DOCUMENTS:

# Structured Content and Integrated Data

Jan Benedictus, CEO, Fonto

# At Fonto, we make it easy for everyone to create, edit and review structured content.

- Founded in 2014
- Based in The Hague , The Netherlands
- Member of the RWS group of companies



All PPQ batches were analyzed and evaluated according to the analytical procedures described in Section S.4.2 Analytical Procedures unless otherwise stated. An overview of analytical procedures used during development is provided in Section S.4.5.X Justification of Specification—Analytical Development.

## GUIDANCE

In case some batches were analyzed using any previous analytical procedure, this should be briefly addressed here and the differences should be pointed out if applicable.

The batch analysis data are provided in Table S.4.4-4, Table S.4.4-5, and Table S.4.4-6.

The acceptance criteria indicated in the data tables are those that were in effect at the time of testing and release of each batch. If applicable: Additional (i.e., not specified) tests have been included to provide the full analytical picture of these batches.

The assessment of the PPQ batches against the proposed commercial specification is provided in Table S.4.4-7.

## 2 Genealogy of Drug substance

The batch genealogies of MOLECULE-INN-DS-X drug substance are summarized in the following tables:–

## Today's talk

The Future of Documents is driven by changes in how information is **consumed**

“From Documents to Data”,  
What is Structured Content ?

Maturity levels in the adoption of structured content

**Expectation, changes and hurdles**, how to overcome them

## Forrester, December 2020: “The Future of Documents”



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- Human information consumption is evolving from paper to digital forms
- More and more information is interpreted by machines
- NLP/AI may be helpful but does not address the root-cause: the “semantic key-hole”



## “The semantic key-hole”

Data-sources are rich in structure and semantics: MDMs, RIMs, LIMs, etc.

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When data is copied to a document, most of this semantics get lost.

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At the receiving end, the data is interpreted, based on styling



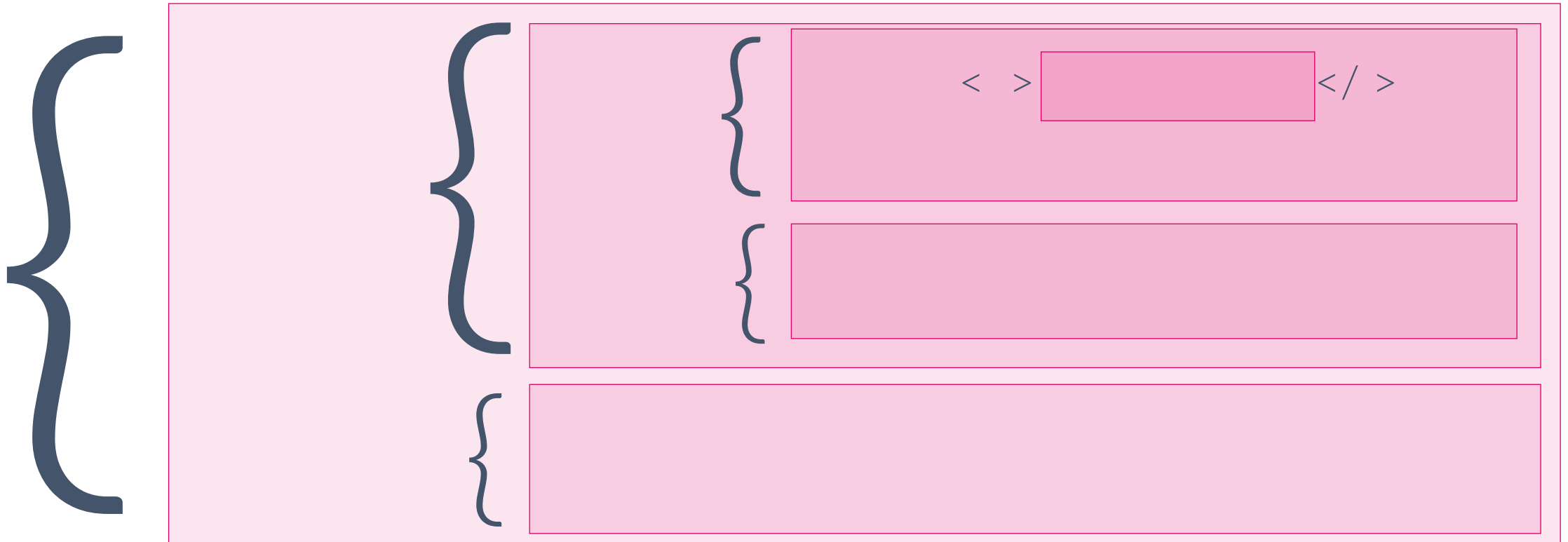
## What exactly is structured content

Structured Content is content stored in 'structured XML'	It is 'raw-material' to produce one, or multiple outputs
It is <b>not</b> styled	It is a collection of content-assets, rather than monolithic documents

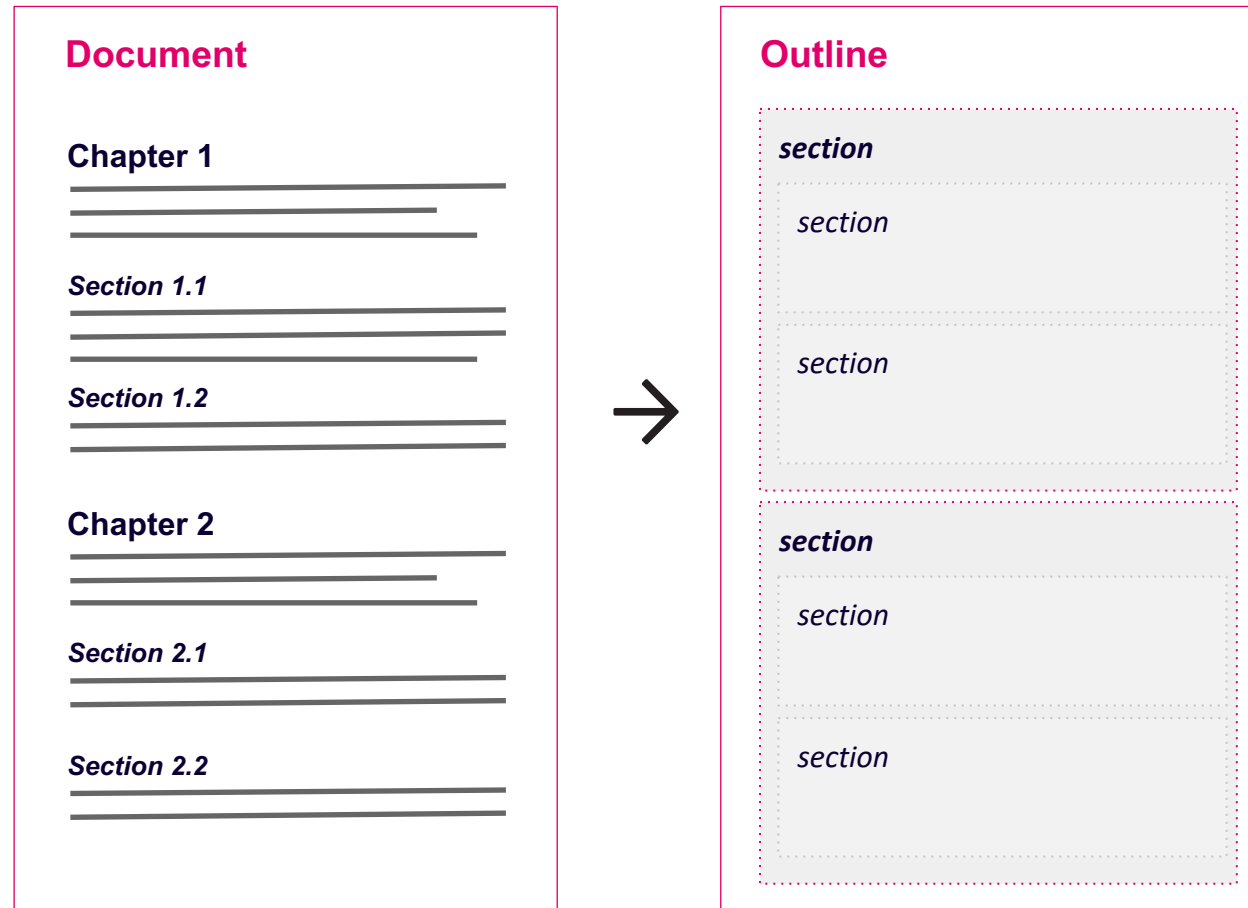
**Plus:** It is semantically rich !



## Content architecture: structures and components



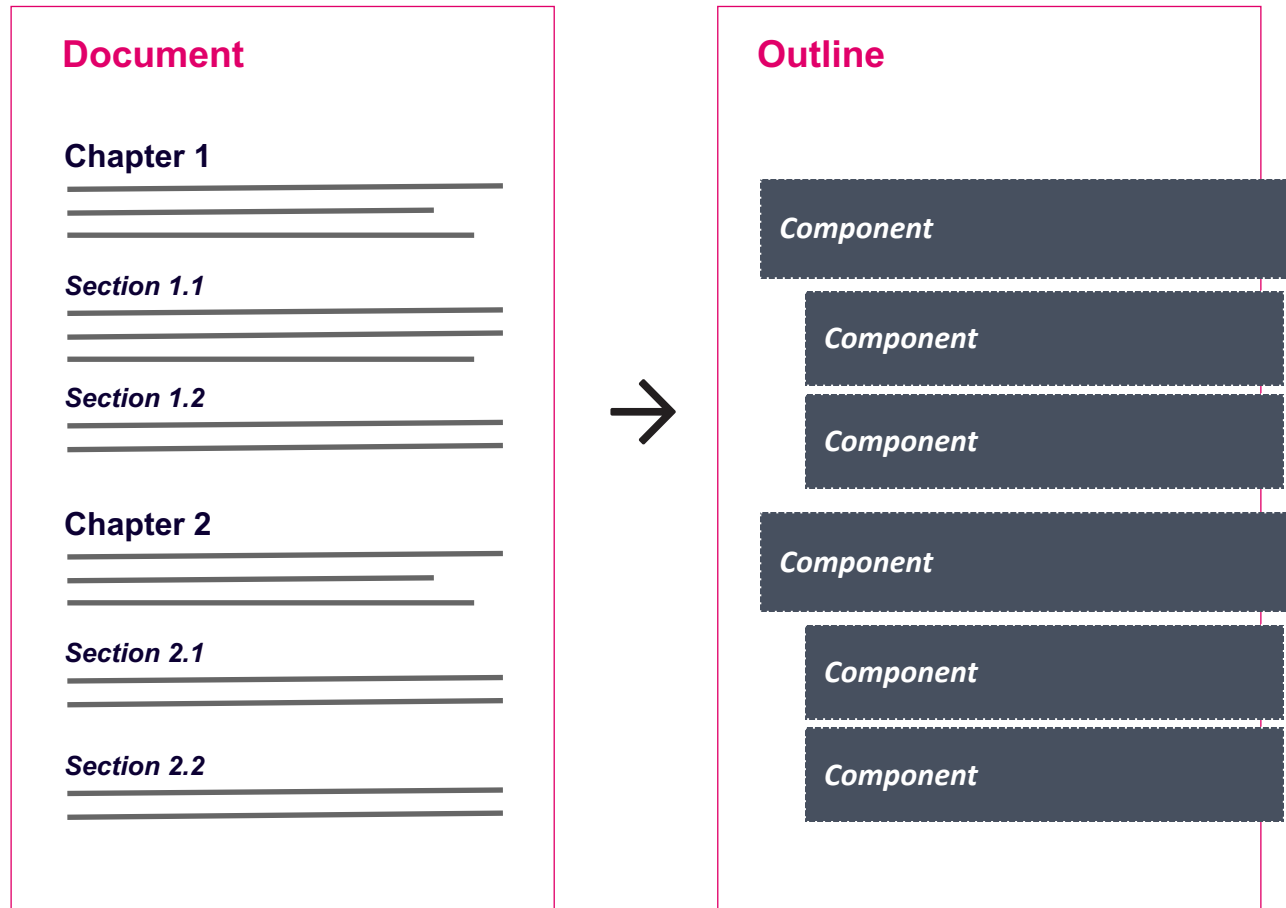
## Content architecture: Granularity (1/2)



- The document is a single file
- Closely resembles the way of working with Word
- *Granularity: "coarse"*

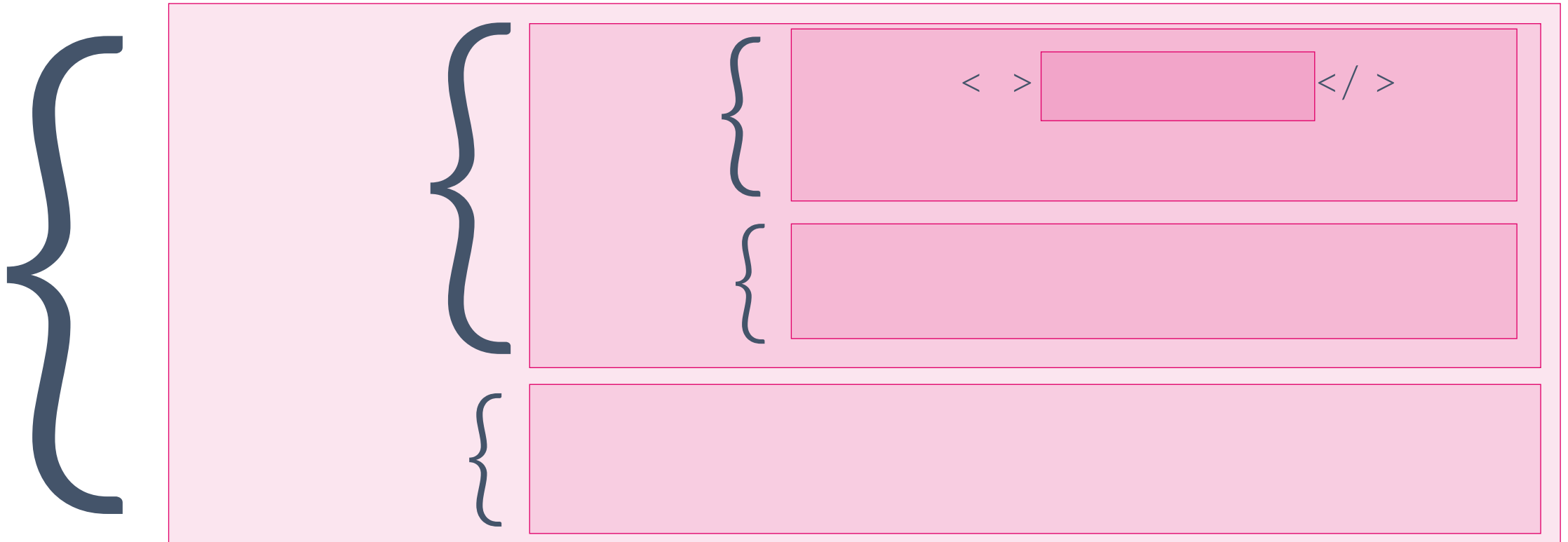


## Content architecture: Granularity (2/2)

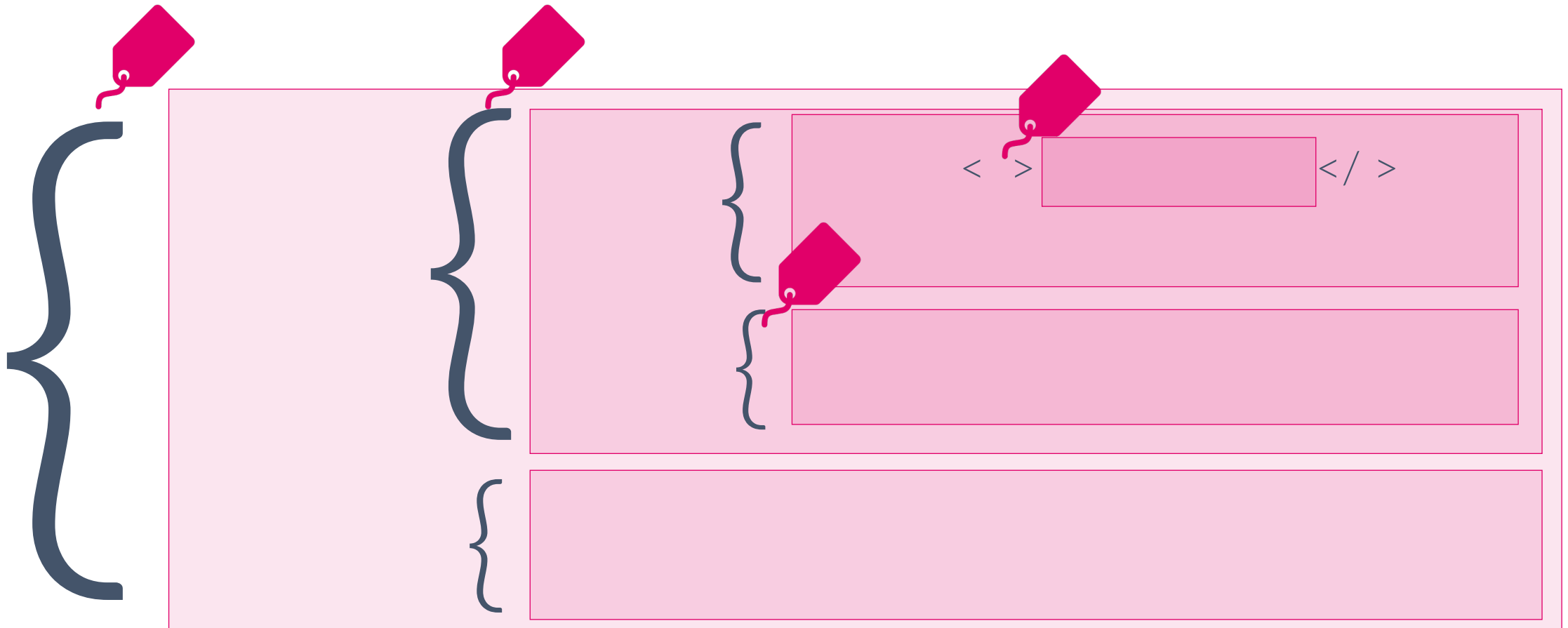


- The document is 'chunked'
- Every Component and can be reused in multiple contexts
- *Granularity: 'fine grained'*

## Content architecture: structures



## Content architecture: Semantics



## Semantic tagging: text turned into data

```
<warning>Wear a medical face mask</warning>
```

```
<product>Aspirin</product>
```

```
<warning ref=ISO22609:2004>Wear a medical face  
mask</warning>
```

```
<product FDA-NDA=016039>Aspirin</product>
```

## The outcome of content-architecture: “Schema”

Which **Structures** are allowed in the content

Which **Semantics** are present

Standardized schemas are the **basis for digital data-exchange**



## Structured and Component based authoring: 3 stages

### STAGE 1

By organizing authoring, review and approval on the level of components, efficiency and control in collaborative authoring is improved

Efficient collaboration

### STAGE 2

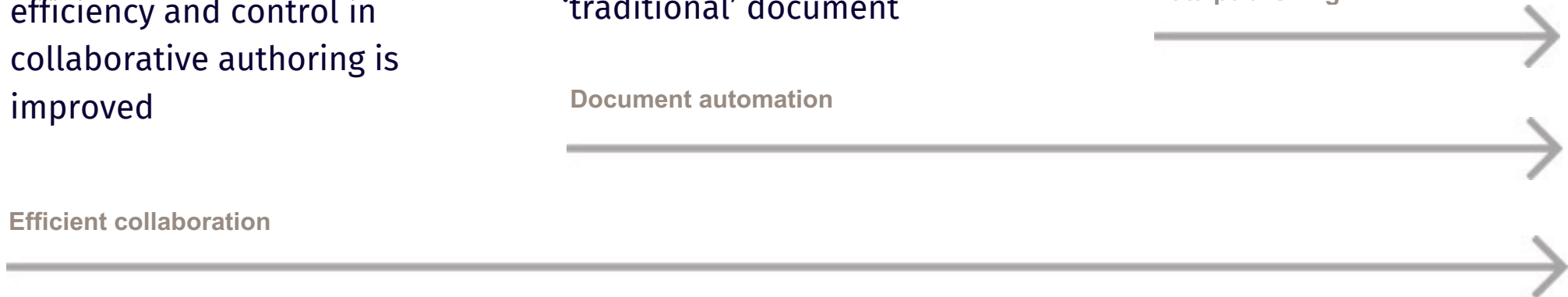
Documents are automatically produced, built from reused components and automatically populated with data. Output is still 'traditional' document

Document automation

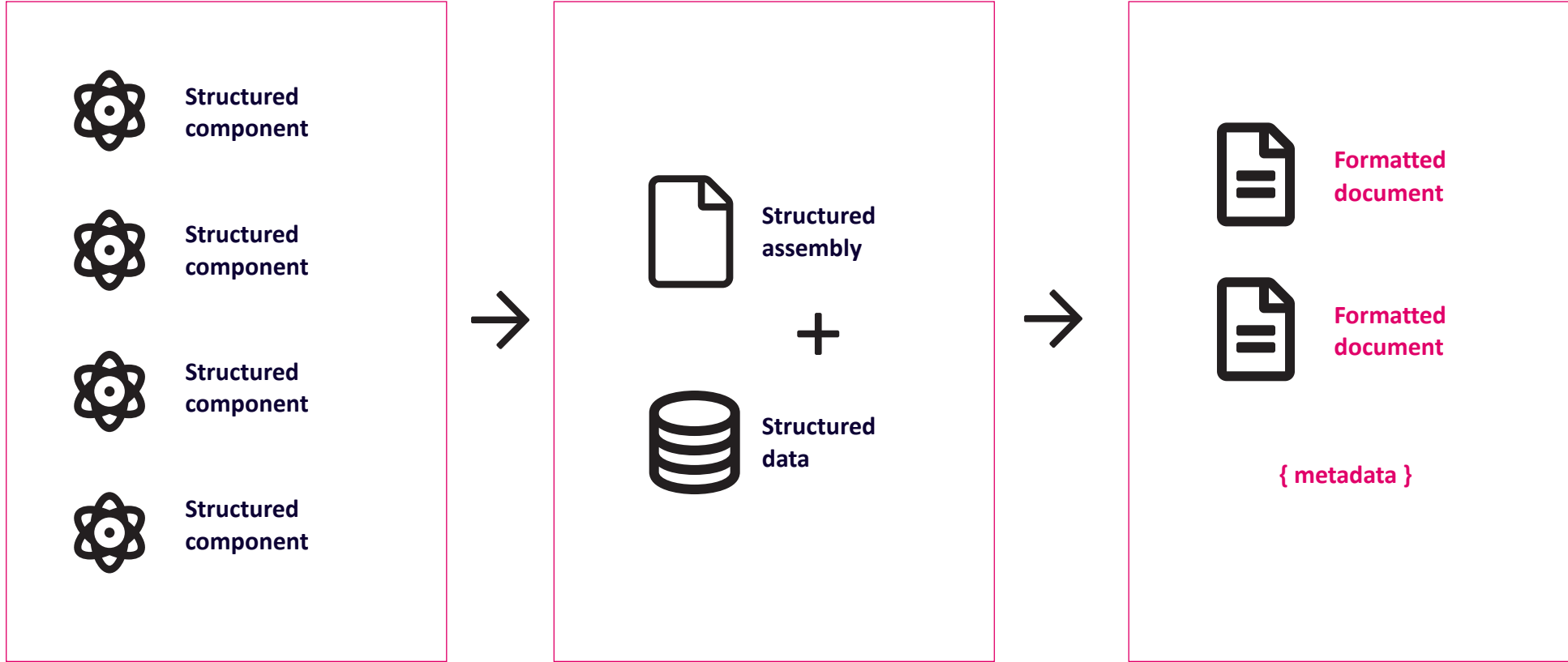
### STAGE 3

The organization can publish not only documents but also data-sets, in an integrated manner. Data and content are integrated

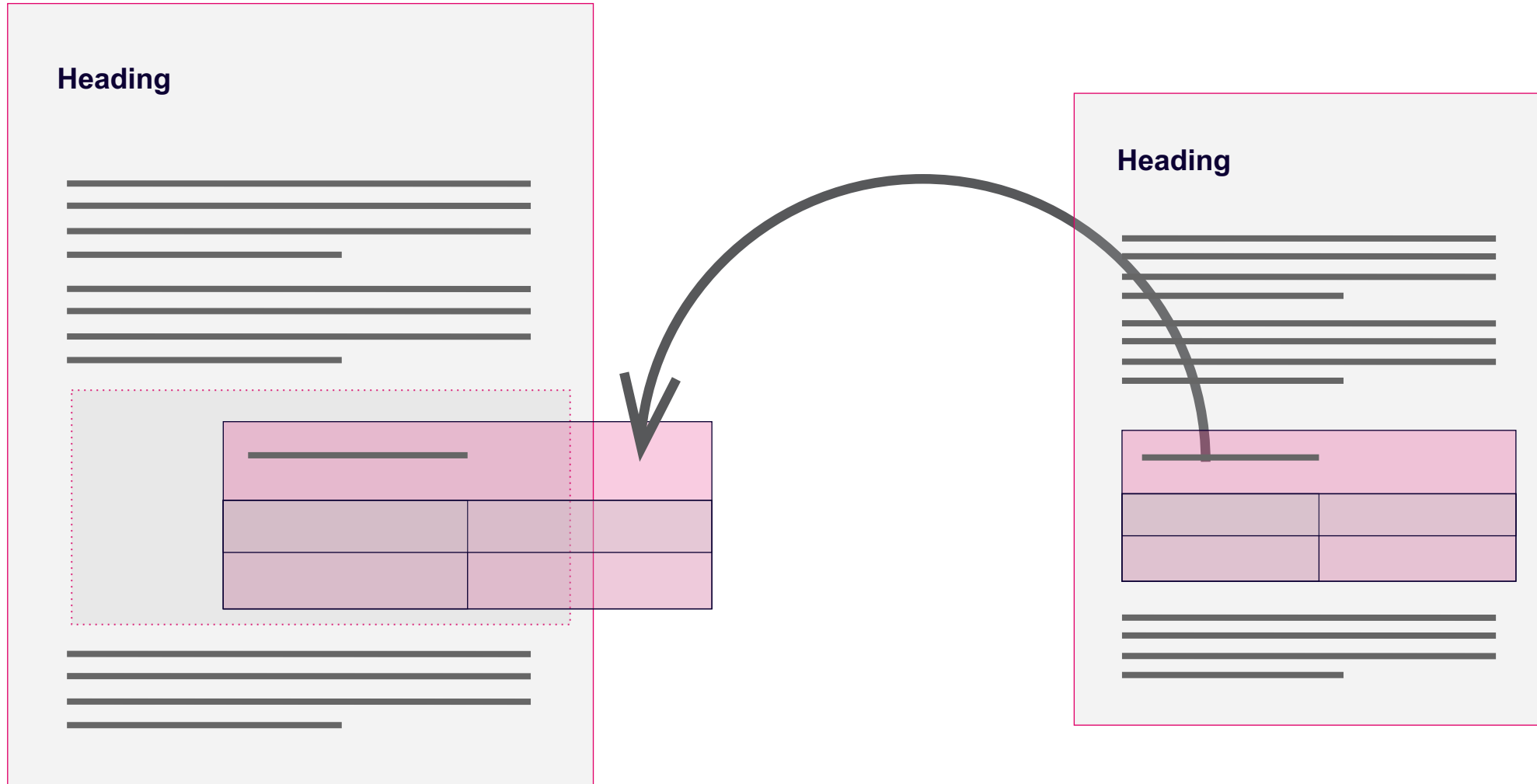
Data publishing



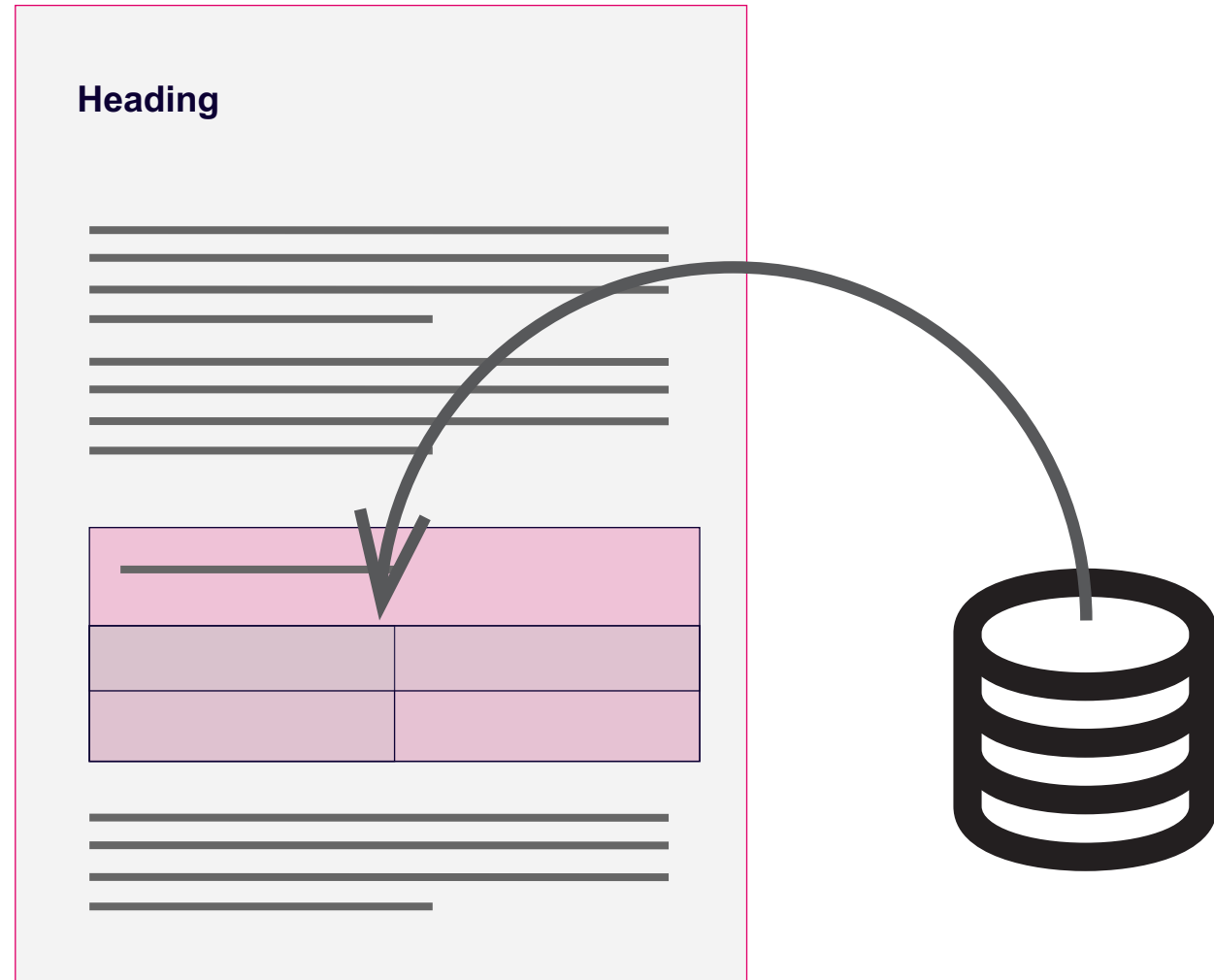
# Document Automation: still the 'old paradigm', but already valuable



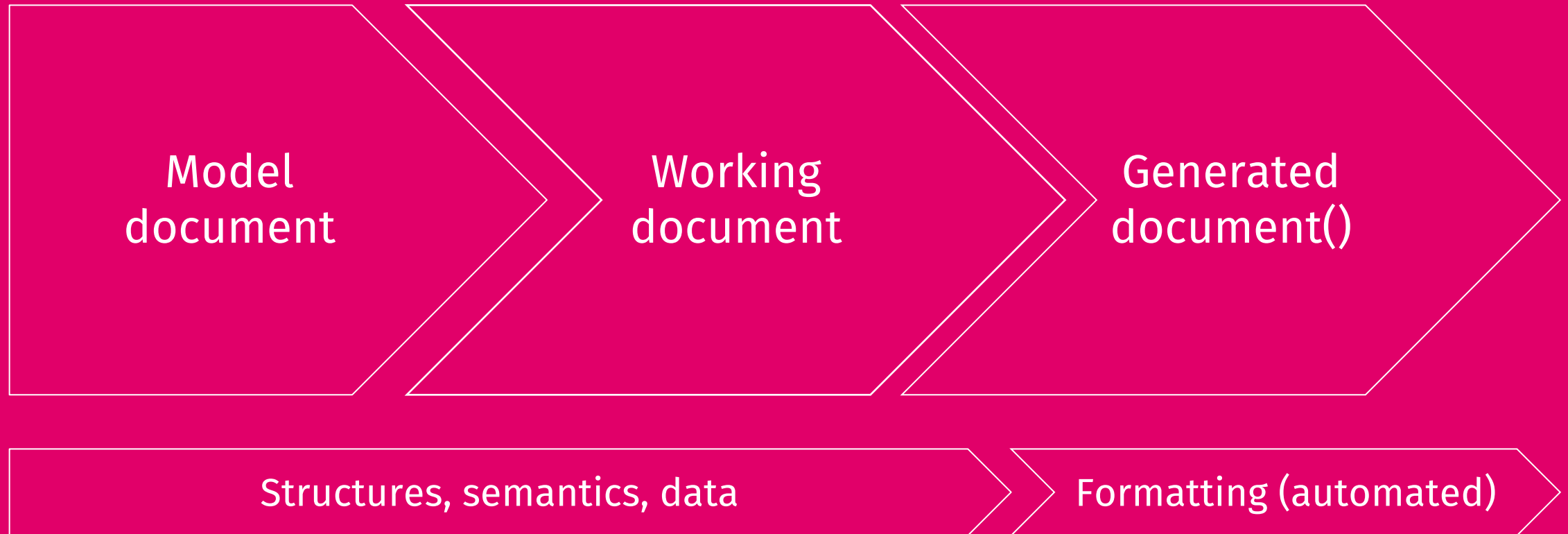
## Content reuse



## Data Source Inclusion



## New roles in authoring



## From Content-assets to 'classic' documents: semantics to styling

When generating a document, semantics are converted to a 'style':

<warning> → Box with a frame and an

<product> → Small Caps and bold

Semantics can include conditions, such as **countries**, or **audiences**. This allows multiple outputs from a single source

## Observations

Structured content is often understood as forms, templates, ToCs or standardized sections. But it means a **schema** and **structured** XML

To date, a lot of projects are ‘Document Automation’. While there is value in that, the real leverage will come when organizations (have to) ‘publish’ digital data

The technology is ready and proven in other markets. Authors and habits will change.

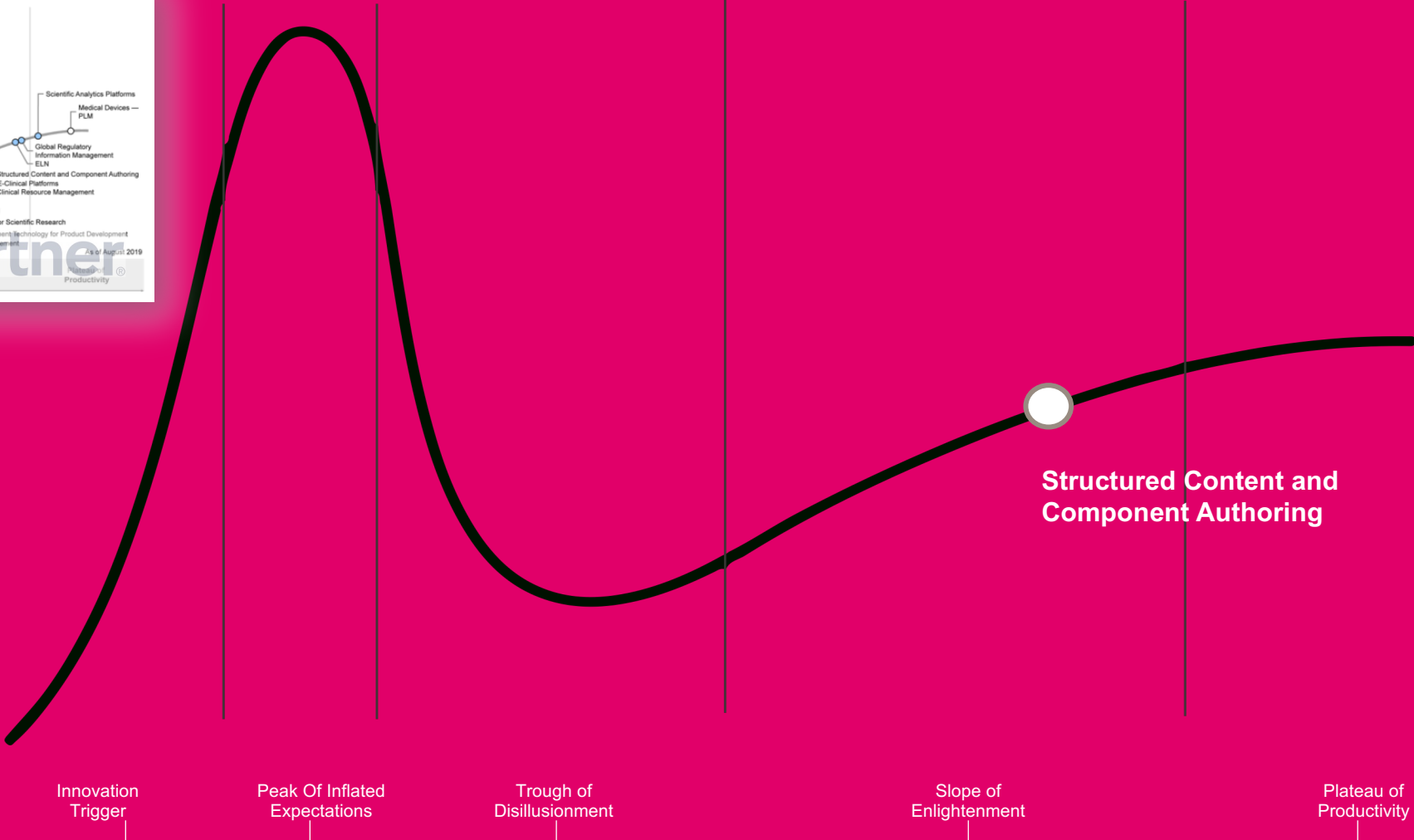


# Expectations

Hype Cycle for Life Science Research and Development, 2019



Expectations



Structured Content and  
Component Authoring

Time

## Forrester, December 2020: “The Future of Documents”



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- “Documents are ready for their own digital disruption”
- By 2027, a main-stream paradigm shift will have taken place in how documents are consumed and produced

