

Reg-Compliant Marketing Fieldlist

Use this table to turn common regulatory constraints in medtech marketing into opportunities for smarter execution. For each challenge, there is a practical tactic to try in order to keep marketing moving forward while staying compliant.

| Constraint | Helpful Tactic |
|---|--|
| You have implemented privacy rules that prevent tracking which marketing gets attributed to a new purchase. | Once a purchase conversion happens, show the customer a survey asking 'how di you hear about us?" |
| Mandate that all marketing copy must be approved by compliance group, posing long lead-times for you.. | Get them to provide product indication/claim rules. See if they will agree to you using a Gen AI tool to check your copy against their rules, flagging anything that shouldn't be posted. |
| You are asked to gain approval on all social media responses, posing long lead-times for you.. | Get them to provide the policy, committing that your responses will comply. Alternately, get pre-approval on responses to the most common to user-generated comments |
| Legal says you cannot use any tracking technologies on site due to privacy policy | Inform them with Google's Consent mode analytics tracks everyone who consents, but doesn't track visits of those who opt out. This implementation makes your site compliant with privacy rules such as GDPR. |
| Having trouble getting ads approved on search/social platforms | Obtain a copy of their advertising guidelines and ensure your creative resources adhere to it. |

In summary, have a mindset of Constant Innovation, even if it's outside of your comfort zone.

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