



Pubstrat MAX

Collaborative, compliant, cloud-hosted SaaS solution for scientific and medical content development and publication management.

<https://www.anjusoftware.com/>

Overview

Pubstrat MAX, developed by Anju Software, is a next-generation, cloud-hosted SaaS solution for scientific and medical communications, built on the AnjuSafe content management platform. The software is designed to streamline the entire scientific and medical content development process, from initial planning through final submission and citation. It is positioned as the evolution of the original PUBSTRAT application.

Key Benefits and Capabilities:

Collaborative Content Management: Pubstrat MAX is the only content development and publication management application with true online collaboration and simultaneous editing capabilities, allowing publication and content managers, reviewers, approvers, and authors to engage in real-time. It includes advanced version control features to manage multiple contributors and track changes seamlessly.

Compliance and Security: The platform provides an efficient, secure, and compliant mechanism for collaborative scientific publication planning and medical communications content development, ensuring adherence to industry regulations and compliance with open-access policies through integration with repositories like PubMed.

Targeted Audience Reach: It features an integration with Anju's proprietary Journal Selector and Conference Authority (JSCA) database, which is synchronized with ta-Scan 360. This integration provides the industry's most comprehensive data for scientific conference and journal optimization, enabling teams to target the most appropriate venues and manage projects to key deadlines.

Workflow and Analytics: The system includes built-in workflow functionality, customizable dashboards, and a comprehensive reporting package. Users can track Key

Performance Indicators (KPIs), receive project alerts, and benefit from real-time analytics on planned, active, and completed projects. It also features an Approval Request Feature leveraging Anju's Workflow and Decision Matrix functionalities.

Target Users and Deployment:

Pubstrat MAX is ideal for Medical Affairs teams, pharmaceutical companies, biotech firms, research organizations, and writing agencies of all sizes. It is a cloud-hosted SaaS solution that is quick to deploy, often in a matter of weeks, and is highly configurable to support any biopharma organization's specific business and process requirements.

Key Features

- Online document collaboration and simultaneous editing
- Built-in workflow and decision matrix functionality
- Integration with Journal Selector and Conference Authority (JSCA)
- Comprehensive reporting and real-time analytics
- Advanced version control features
- Secure and compliant content management mechanism
- Approval Request Feature for internal/ external stakeholders
- Management of a wide range of publication types (journal articles, conference papers, etc.)

Pricing

Model: enterprise

Subscription-based enterprise pricing is typically based on the number of product areas managed and the inclusion of optional add-on features. Pricing is not publicly disclosed.

Target Company Size: small, medium, enterprise

Integrations

Journal Selector and Conference Authority (JSCA), ta-Scan 360, Veeva, CRM systems, Internal data lakes, PubMed

Compliance & Certifications

GDPR, HIPAA, EU-U.S. Data Privacy Framework

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