



The MEDICE Health Family advances unified approach to regulated content operations across European affiliates

Specialty pharmaceutical group expands use of Vodori to standardize content governance and connect approved materials with Salesforce's Agentforce Life Sciences

CHICAGO, IL, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- The MEDICE Health Family, a family-owned international healthcare company headquartered in Iserlohn, Germany, is advancing a unified approach to regulated content operations across its European affiliates. The initiative expands MEDICE's use of Vodori and connects approved content with Salesforce's Agentforce Life Sciences CRM, creating a shared foundation for teams to review, approve, manage, and deliver regulated content across markets.

The initiative builds on MEDICE's affiliates in the United Kingdom and Switzerland that already use Vodori for content approval and claims management. By extending a common platform to additional affiliates, MEDICE is moving away from disparate, locally developed systems toward a more consistent and scalable operating model.

The approach will support MEDICE's continued international growth and strengthen its position as a provider of multimodal health solutions. By giving clearer oversight while preserving each affiliate's control over local workflows, languages, and regulatory requirements, MEDICE can bring compliant materials to market more efficiently. Connecting Vodori with Salesforce will also help ensure commercial teams across Europe can readily access current, approved content, reducing the risk of outdated materials being used and enabling more consistent execution across markets.

"As the MEDICE Health Family continues to grow across Europe, we needed an operating model that allows our affiliates to work as one organization without losing the local expertise and flexibility each market requires," said Dr. Felix Lambrecht, Global Head Therapeutic Unit Mental Health, MEDICE – The Health Family. "Creating a shared foundation for managing regulated content will help us improve transparency, strengthen collaboration, and make better use of the institutional knowledge and content across the MEDICE Health Family holistically."

MEDICE's new, shared infrastructure is intended to make it easier for teams to:

- Maintain clear oversight of ad/promo content and its approval history
- Collaborate across headquarters and affiliate teams

- Adapt global materials for local markets with appropriate traceability
- Reduce unnecessary duplication by making approved content and claims easier to find and reuse
- Support consistent governance while accommodating local regulations, languages, and working practices

The expansion reflects MEDICE's broader commitment to proactive compliance and sustainable growth. Rather than treating content review as a collection of isolated local processes, MEDICE is establishing an infrastructure intended to support greater transparency, accountability, and coordination across its European business.

"MEDICE has articulated a clear vision for creating enterprise consistency with local market control," said Scott Rovegno, CEO at Vodori. "Our role is to help MEDICE translate that vision into a practical operating model, building from the experience of its existing affiliates and supporting each market as it moves onto the shared foundation."

The rollout will be conducted in phases. Expected benefits include improved visibility, greater content reuse, more consistent governance, and more efficient collaboration across markets.

About MEDICE – The Health Family

As a family-owned, medium-sized company, MEDICE is driven by a clear mission: to improve people's health across as many areas of life as possible. Today, under the umbrella brand MEDICE Health Family, the company is led in its third generation by Dr Katja Pütter-Ammer and her husband, Dr Richard Ammer, both medical doctors. Together, they pursue an understanding of health that combines physical/mental, social and environmental aspects. As a family-owned, medium-sized company, MEDICE is driven by a clear mission: to improve people's health across as many areas of life as possible. Today, under the umbrella brand MEDICE Health Family, the company is led in its third generation by Dr Katja Pütter-Ammer and her husband, Dr Richard Ammer, both medical doctors. Together, they pursue an understanding of health that combines physical/mental, social and environmental aspects.

For many years, most children, adolescents and adults with ADHD in Germany and Europe have been treated with MEDICE medications. [1] With innovative offerings in renal care (nephrology and urology), as well as strong OTC brands for cold and flu, skin, digestive and women's health, the MEDICE Health Family is also successful both nationally and internationally.

In addition, the company develops multimodal healthcare solutions based on its pharmacological expertise, combining medicinal therapies, digital treatments and nutritional concepts. In this way, a model of care is created that takes a holistic view of human health.

[1] Based on sales in standard units, IQVIA Q2/2025

About Vodori

Vodori helps life sciences organizations create, review, approve, and activate compliant content

through an AI-powered platform purpose-built for life science teams. Building on more than 20 years of MLR expertise, Vodori is evolving that foundation through the creation of the Regulated Content Intelligence Platform™ (RCIP), the first enterprise software category purpose-built to operationalize governed knowledge across the regulated content lifecycle. Learn more at www.vodori.com.

Media contact

MEDICE Arzneimittel Pütter GmbH & Co. KG

Harald Gößl

Kuhloweg 37

58638 Iserlohn

E-Mail: presse@medice.de

Internet: www.medice-health-family.com

Annalise Ludtke

Vodori

+1 269-808-0012

annalise.ludtke@vodori.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/931928459>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.