



NEWS RELEASE

Content Now by IridioSM Transforms How Companies in Regulated Industries Create and Publish Communications

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- Connected modular content: Content Now's modular framework enables organizations to efficiently create, version and reuse content. It maintains a single source of truth across all communications.
- Unified workflow: Content Now combines content creation, AI-powered translation and cross-channel publishing into one streamlined process.
- Regulatory ready: Built for compliance-driven industries such as health insurance, life science and financial service.

CHICAGO--(BUSINESS WIRE)-- [Iridio](#) today debuted [Content Now](#), a content automation platform that unifies and automates complex communication workflows for regulated industries such as health insurance, life science and financial service.

Iridio's Content Now, a content automation platform, unifies and automates complex communication workflows for regulated industries such as health insurance, life science and financial service, among others. Content Now combines content creation, AI-powered translation and cross-channel publishing into one streamlined process.

By transforming siloed document processes into modular, reusable content, Content Now helps companies create, version and publish

compliant communications faster, with greater consistency and accuracy across documents like mandated materials, disclosure statements, policy documents, instructions for use and more.

What is Content Now?

Content Now is a connected, content automation platform that lets organizations author, translate and publish

content once, then distribute it instantly across formats like print, PDF, and web. With integrated AI translation and localization, Content Now ensures multilingual consistency and compliance across every channel.

Supported by Iridio's full-service content team, Content Now combines a content authoring platform with professional services expertise to help highly regulated industries like healthcare, life science and financial services accelerate digital transformation.

What does Content Now do for organizations?

Key capabilities include:

- Single-source publishing: Create content once and publish it across print, digital and accessible formats, without rework.
- Integrated AI translation: Reduces costs and simplifies multilingual delivery with built-in translation and localization.
- Scalable architecture: Manages complex versioning across audiences, products and regions.
- Unified workflow: Combines authoring, translation and publishing into one connected process.
- Compliance built-in: Delivers full traceability and audit trails to simplify regulatory and ADA requirements.

Why modular content matters:

Modular content is the key to transforming how companies manage critical communications.

- Single source of truth: Ensures every channel draws from consistent, approved content.
- Faster compliance: Approved content pieces can be reused across outputs and languages with full traceability.
- Efficiency at scale: Create and update once, generate unlimited versions. Reduces production cycles and ensures accuracy across channels.

"Content Now transforms content from a compliance challenge into a strategic advantage," said Ken Gammon, Senior Vice President, Regulated Industries at Iridio. "By uniting authoring, translation and publishing in one workflow, we're helping clients accelerate digital transformation through automation and deliver communications with speed, accuracy and control."

Iridio and RRD have more than 25 years' experience working with more than 1,100 clients in regulated industries including seven out of the 10 largest payers, 18 out of the 20 largest pharma groups and some of the largest medical device manufacturers in the world. To learn more, visit <https://go.iridio.com/content-now>.

About Iridio

Iridio simplifies marketing complexity by unifying creative, media, and data and analytics in one platform. As a trusted marketing partner to top brands in retail, healthcare, financial services, and other industries, Iridio's data-driven solutions connect brands with their audiences at defining moments. Backed by RRD's legacy and global scale, Iridio offers a flexible suite of services that range from single-channel campaign activations to fully integrated programs, enabling brands to optimize the customer journey and achieve meaningful business results.

About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 91% of the Fortune 100. The company's proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

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