

Appian and PwC for Life Sciences

HEALTHCARE PROFESSIONAL & ORGANIZATION INTERACTIONS

In order for life sciences organizations to execute their commercial and scientific strategies—and enhance their capabilities to better serve patients’ needs—they must interact closely with healthcare professionals (HCPs) and organizations (HCOs). The right technology approach and solution can help, delivering a significant opportunity to digitize end-to-end healthcare provider interactions, reduce cost, improve compliance, and drive business value.

MEET THE CHALLENGE

Life sciences companies have been managing their HCP/HCO interactions with out-of-the-box technology solutions for over a decade. However, most traditional solutions are inflexible, siloed, and inefficient—lacking key elements for compliance, quality, and a strong return on investment.

With the right technology approach and solution, life sciences companies can achieve:

STRONGER PROVIDER RELATIONSHIPS

- Establish consistent interactions with providers, regardless of business unit or function
- Reduce the number of required touchpoints to execute an activity
- Shorten timelines for contracting and payments
- Improve the accuracy of transfers and value reporting

IMPROVED COMPLIANCE

- Implement systematic, proactive, automated compliance controls
- Provide a complete and traceable audit trail on all interactions, across functions and territories
- Reduce time for expectation management

GREATER PROCESS EFFICIENCY AND QUALITY

- Minimize manual and duplicative efforts
- Shorten cycle times for end-to-end activities
- Gain full transparency into provider interactions
- Enhance data analytics and business insights

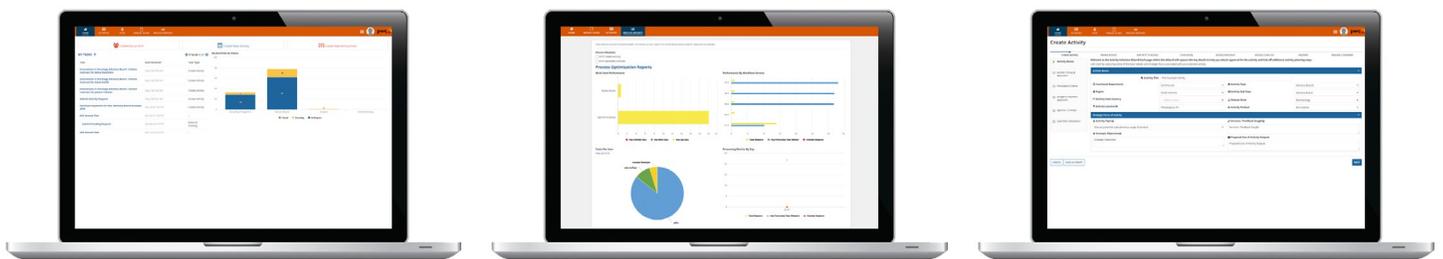


THE SOLUTION

To deliver these benefits and more, PwC has developed an innovative solution on Appian's low-code technology platform: the HCP/HCO Interactions app. Use it to rapidly achieve proactive compliance, increase business efficiency and quality, and enhance the provider experience.



The app draws upon PwC's years of experience managing HCP/HCO interactions and developing class-leading technology to enable proactive compliance, drive business value and quality, and enhance the HCP/HCO user experience.



PwC incorporated its extensive library of better practice processes, workflows, and controls into the app, for significantly accelerated digital interactions. Furthermore, Appian's class-leading low-code platform enables quick design configuration and integration into existing systems, to bring to life a custom-tailored, cost-effective solution—with unparalleled speed.

Learn more: <https://community.appian.com/b/appmarket/posts/hcp-hco-interactions>



Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com/life-sciences