

Use Cases for Life Sciences: Key Medical Experts (KMEs) Tracking and Management System

COMPANY PROFILE

- A leading multinational biotechnology company
- More than 5,000 employees serving customers in almost 100 countries
- Focus on discovering, developing, manufacturing and delivering medicines and other treatment options

CHALLENGES

Key medical experts (KME's) at this life sciences organization rely on external stakeholders for cross country engagement at various working sites. Within this trusted group, a small group of these KME's are considered experts in their field, but all employees involved in this process needed a unified fully enhanced centralized dashboard to show how KME are being engaged, and where their specific area of expertise lies. The KME application provided a real-time view into KME data in order to properly engage KMEs based on expertise and availability.

The organization had been using a third party vendor to pull together information from multiple external sources. The organization struggled with outdated and disjointed systems.

Their system needed modernization to help end users provide the correct information up-front, harmonization to standardize this work across multiple business units, and visibility into key insights from a single, reportable system.

SOLUTION GOALS

When searching for a solution, the organization's core considerations were to have a single source of truth for easy communication across the globe. They needed a long-range planning system that allowed for easier auditing capabilities, efficient data gathering, and clear visibility throughout the life cycle. Essential to achieving these goals was establishing centralized workflow for streamlined communications and transparency.

RESULTS

The organization ultimately chose Appian's low-code automation platform for their rapid ability to create a unified, centralized dashboard with real-time data capabilities for easier communication across global working sites.

GOAL	CURRENT STATUS
100% of KME data is visible within KME Hub to provide 360 view	Achieved a 360° view is available for all KMEs
100% of KME engagement data should be included	Achieved Engagement history that includes all KME as well as ESE engagements
Fast implementation	Achieved Implementation in 12 weeks



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Existing Applications

CLINICAL: Site Initiation – Readiness – Effectiveness Study Start Up, *1572*, IP (Green Light), Global CRO Contracts, Pre-approval Inspection

CMC: High Throughput Experiment Tracking, Global Compound Ordering, LIMS

REGULATORY: Regulatory Operations, IDMP, e-Submissions & Publishing, Online 510K FDA Review

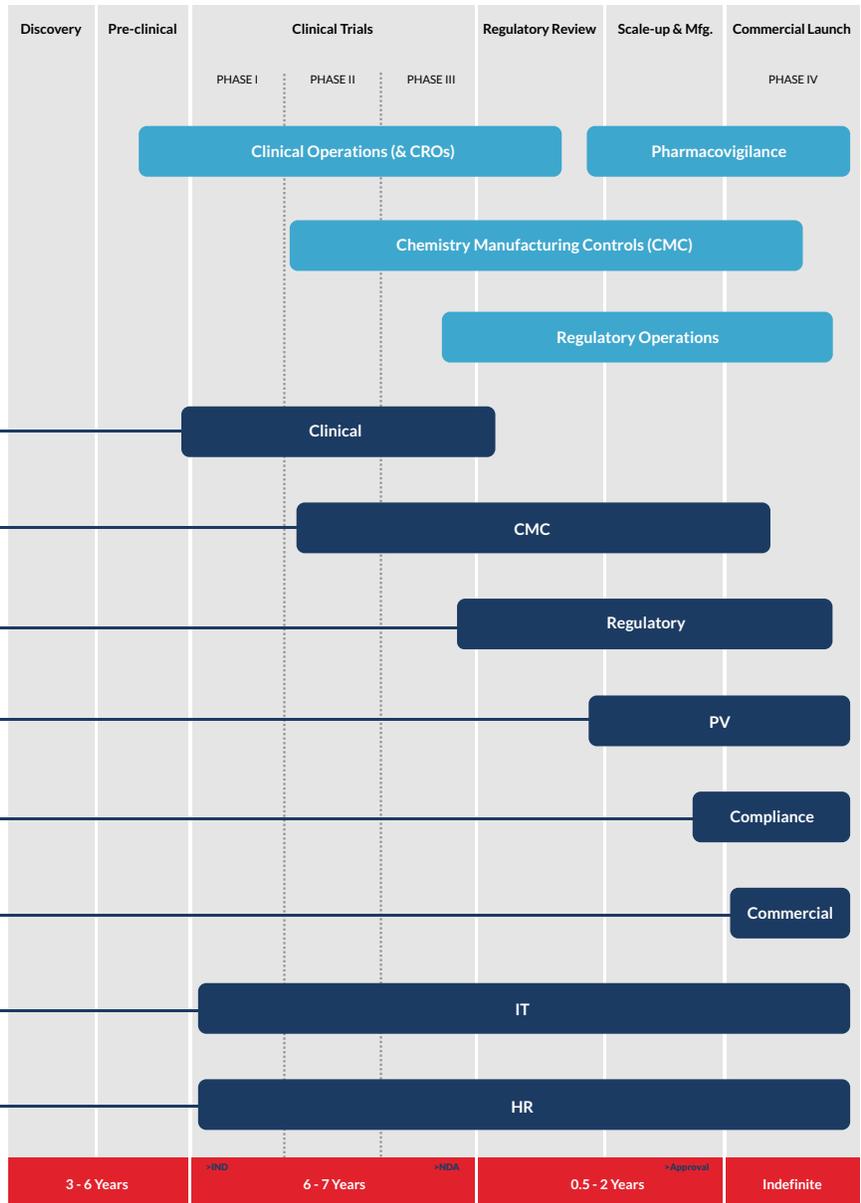
PV: Safety Information Management, Safety Signal Tracking

COMPLIANCE: Anti Bribery and Corruption (FCPA), Third Party Intermediaries, Sunshine Act

COMMERCIAL: Sales Force Automation, Contracts

IT: Asset Management, v. Resources, Statements of Work Management

HR: On Boarding, Recruiting



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*Forbes Middle East, August 2020

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