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 The organization struggled with outdated and disjointed systems.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.

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

### Timeline

- **Discovery**: 3 - 6 Years
- **Pre-Clinical**: 6 - 7 Years
- **Clinical Trials**: PHASE I, PHASE II, PHASE III
- **Regulatory Review**: Approval
- **Scale-up & Mfg.**: 0.5 - 2 Years
- **Commercial Launch**: Indefinite

### NINE OF THE WORLD’S TOP 10 LARGEST DRUG AND BIOTECH COMPANIES TRUST APPIAN*

*Forbes Middle East, August 2020

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

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