

Use Cases for Life Sciences: Social Media Digital Registry

COMPANY PROFILE

- A European-based leading multinational pharmaceutical company
- Distributes products in more than 150 countries worldwide
- Uses science, technology, and innovation to make breakthrough treatments available to as many people as possible

CHALLENGES

Over the past two decades, organizations creating life-changing pharmaceuticals and medical devices have taken on a new task: social media management. They use social media accounts to interact with employees and customers and share vital information as it arises. At the same time, they must monitor closely for negative social media messages and misinformation that can impact patient safety, impede their product's success, tarnish their brand reputation, and introduce critical legal and compliance issues. The highly regulated nature of the pharmaceutical industry requires a life sciences organization to take swift action in all of these cases.

This multinational organization managed its social media presence manually in an ad-hoc fashion through various vendors and programs—a process that was ripe for error. Because of this, company mentions on Twitter, LinkedIn, Facebook, and other platforms could fall through the cracks, creating a compliance risk. Furthermore, this manual social media management was tedious and time-consuming.

SOLUTION GOALS

The organization sought an automated, unified solution that monitored social media mentions by consumers and employees and managed their social media registry. The solution needed to include an alert management system for company mentions, including statements about potential adverse events that would need to be vetted for accuracy and/or required a response.

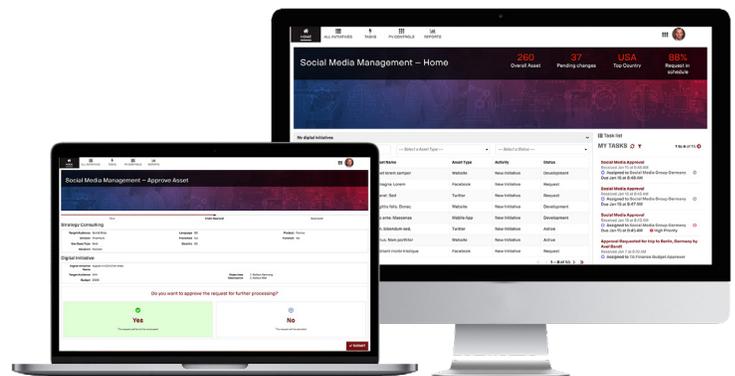
RESULTS

Leveraging Appian BPM as the UI and Process Orchestration Layer they were able to integrate with their backend systems and create both a desktop and mobile ready solution for their social media registry.

The organization rapidly delivered the application over Appian's Low-Code Automation Platform, which also enabled real-time social media activities across a multitude of platforms, brought onto a unified interface.

Project Accomplishments To Date:

- Implementation achieved in eight weeks
- Reduced tracking time from one day to ten minutes
- Delivered on-budget
- Gave all employees the ability to initiate social media requests



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