



Appian for Life Sciences

SOCIAL MEDIA DIGITAL REGISTRY

- > Monitor social media messages, assets, and their approval
- > Drive engagement to increase brand awareness
- > Achieve end-to-end visibility to the overall social media process
- > Eliminate ad-hoc activities that make value tracking difficult

As brand awareness and reputation take a front seat in a life sciences organization’s path to success, social media channels play a key role. Social media can help organizations engage employees and customers, initiate ideas, and share vital information as it arises. At the same time, negative social media messages can impede a product’s success, tarnish or damage the company and brand reputation, and introduce critical legal and compliance issues.

Effective social media management is critical for monitoring patient and patient advocacy groups plus customer sentiment, engaging employees, and maintaining an organization’s brand. Yet visibility and control over company-owned assets on LinkedIn, Twitter, YouTube, Instagram, and beyond can be difficult to achieve through ad hoc tracking spreadsheets and disparate systems.

How can life sciences organizations more efficiently and successfully manage social media content?

MEET THE CHALLENGE

The Appian Social Media Digital Registry helps life sciences organizations like yours organize and manage all aspects of their social media channels more efficiently and effectively. Leveraging the Appian low-code automation platform, you will have end-to-end visibility into both your organization’s approved social media posts, and what others are posting as well. The low-code automation platform will enable developing capabilities for easily tracking both internal and external social media activities on a single interface, streamlining social media management, and strengthening control for swifter identification of issues and opportunities.

The Appian Social Media Digital Registry:

- **Increases visibility** with a comprehensive registry of social media activities
- **Simplifies management** of social media activities and channels
- **Streamlines processes** through automated workflows
- **Drives value** through increased transparency and data analytics



FOCUS

The Social Media Digital Registry application enables life sciences organizations to focus on:

- Brand advancement and recognition
- Positive and engaging correspondence across social media
- Analysis from online monitoring to identify what topics your organization should be taking a stance on publicly
- A unified source for both oversight as well as transparency that will drive value

TAKE CONTROL

Using Appian, you can quickly build, deploy, and scale new marketing and medical affairs applications, including:

- Marketing Planning & Execution
- Consumer & Patient Support & Managed Care Hotline
- Customer & Vendor Relations Management
- Key Opinion Leader, Key Medical Experts, Tracking & Management System
- Compassionate Use Program & Emergency Use Authorization (EUA)

PREPARE FOR THE FUTURE

The future of the life sciences industry depends on its ability to bring the highest quality products to market quickly and cost-effectively.

It takes speed and power to transform the life science product lifecycle. The Appian low-code application platform provides both.

With Appian, organizations can build web and mobile apps faster, run them on the Appian cloud, and manage complex processes, end-to-end, without limitations.

COMPANIES FROM ACROSS THE LIFE SCIENCES SECTOR TRUST APPIAN:



Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com