

## Interactions Hub

Appian and PwC for Life Sciences.

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).

### Meet the challenge.

Life sciences companies have been managing their HCP/HCO interactions with out-of-the-box technology solutions for over a decade. And most of these 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, here's what 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, and scalable 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 right technology approach can help deliver digitized end-to-end healthcare provider interactions, reduce costs, improve compliance, and drive business value.

## The solution.

To deliver these benefits and more, PwC has developed Interactions Hub, a digital solution that helps PLS companies create an integrated, seamless experience for managing interactions with healthcare providers and enabling global transparency reporting at scale. Built on the Appian Low-Code Platform that manages HCP, HCO, and patient interactions, including consulting engagements, grants, speaker programs, and expanded access programs. It digitizes the end-to-end process, from planning and contracting through payment. By natively linking to PwC spend transparency and regulatory solutions, it offers you a holistic view of all your interactions. The solution is used to help rapidly achieve proactive compliance, increase business efficiency and quality, and enhance the provider experience. The Interactions Hub application includes these features and benefits:

- Digital management of your interactions.
- Global compliance that scales.
- Easy customization.
- Multi-platform compatibility.
- One application for all interactions.
- Fast implementation.
- Unique process creation.
- Strong ROI.
- Multi-platform compatibility.
- Unified ecosystem.

The app draws on PwC's years of experience managing HCP/HCO interactions and developing class-leading technology.

PwC incorporated its extensive library of better practice processes, workflows, and controls into the app for significantly accelerated digital interactions. And the Appian Low-Code Platform enables quick design configuration and integration into existing systems to bring to life a custom-tailored, cost-effective solution—and one with unparalleled speed.

## Learn more about the Interactions Hub:

[https://bit.ly/PwC\\_IH](https://bit.ly/PwC_IH)

For more information, visit:  
[appian.com/life-sciences](https://appian.com/life-sciences)