

# Transform your approach to engaging with healthcare professionals

KPMG Healthcare Professional Engagement Assist™



Engaging healthcare professionals is crucial to developing, marketing, and promoting products that can enhance patient outcomes. These relationships not only are important, but also present significant operational and compliance risks, as they involve inputs from various internal business owners and invoke significant regulatory scrutiny.

## Enhance your HCP engagement with an automated solution

KPMG Healthcare Professional (HCP) Engagement Assist is an automated solution that can be built on a low-code platform, like Appian, and customized to your business requirements.

Every organization is different in how they engage with HCPs. The workflows involve multiple steps, data sources, and systems, yet they must also align with policies and regulatory standards. As the volume of HCP relationships grows, processes may become manual, siloed, or fragmented, leading to higher costs, increased compliance risk, and decreased efficiencies. Therefore, a customizable, scalable solution is

necessary to effectively support operations both domestically and globally.

KPMG HCP Engagement Assist is designed to streamline processes, evidence review and approval requirements, and enhance visibility across your organization's HCP engagement lifecycle. Our KPMG Life Sciences, Risk, Compliance, and Technology professionals work closely with your designated business stakeholders to tailor the solution specifically for your organization's business and technical needs. The result is an automated solution unique to your business and how you engage with your HCPs, including the following activities:



Budgeting and planning



HCP needs assessment



Fair market value analysis and determination



Contracting



Event management and proof of performance



Invoicing



Transparency reporting

# Reduce costs, reduce risk, and increase efficiency

The KPMG HCP Engagement Assist solution simplifies the extensive and global HCP engagement processes, providing a single line of sight for business owners involved in the workflow. The following advantages make compliance oversight more efficient and effective:



**Increased organizational buy-in** – The solution is easy to use for your business and external HCPs. User roles are specifically designed to only provide access to each individual's relevant information. The interface is smooth and supports mobile capabilities, so HCPs can manage invoices or upload supporting event documentation from anywhere.



**Improved auditability and compliance** – The automated processes record evidence at every step, including necessary approvals, business justifications, and supporting determinations. This enables enhanced compliance monitoring and better prepares your personnel for an audit.



**Increased speed to market** – The solution is designed with configurable business rules that align with regulatory standards, industry codes, and organizational policies. This allows updates to be done easily to address ongoing compliance considerations quickly.



**Unified systems and data** – The solution can easily integrate with critical data sources and systems, such as vendor master, contracting, invoicing, events management, or expense reimbursement. This establishes a central repository of information, broadening your access to insights that can lead to better decisions.



**Enhanced reporting and visualization** – The solution provides a centralized dashboard that allows you to track and report on historical and current HCP engagement information. It shows spend by HCP and/or event type, budget status, and instances where thresholds are exceeded. This clear line of sight drives greater insights into opportunities and efficiencies.

## The Appian Platform

As a leader in AI process automation, the cloud-based Appian Platform enables organizations of all sizes to build and deploy applications that are not only adaptable and flexible, but also quick to develop and deploy globally. Low-code applications are fast, powerful, and cost-effective.

With the Appian Platform, teams and organizations can easily streamline and automate business processes, combining people and data more seamlessly. The combined power of the Appian Platform, KPMG HCP Engagement Assist, and our deep industry knowledge can deliver lasting value to your organization.

## Contact us



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