

# **3 WAYS TO UNLOCK PATIENT VALUE FOR LIFE SCIENCES**

Accelerate digital transformation with  
intelligent automation

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UNLOCKING PATIENT VALUE



# i DELIVERING POWER TO THE PATIENT

It's no secret that market demand and evolving regulations are driving a shift toward value-based patient care. The move to give “power to the patient,” with improved high-value yet cost-effective processes and experiences, is transforming the entire sector, impacting healthcare payers and providers, and in turn life sciences organizations.

This patient-centric paradigm requires that organizations adopt new automation technologies — including RPA, AI and the Cloud - to deliver the most appropriate and beneficial medicines and treatments. Life sciences is embracing this approach in order to meet the top strategic business priorities of new business, innovation, and market share growth.<sup>1</sup>

***“Life sciences companies are preparing for their future by reinventing the entire enterprise to focus on value for the patient, from core processes like supply chain management and R&D to the way products are sold and marketed”***

*– Grant Thornton, The future of growth and the life sciences industry:  
Aligning patient value and shareholder value*

Read on to see how life sciences leaders are responding to the challenge and unlocking patient value with intelligent automation.



# INTELLIGENT AUTOMATION IS TRANSFORMING LIFE SCIENCES

Life sciences leaders are delivering improvements across the product lifecycle today, while preparing for the future, with intelligent automation.

The focus at each step of the lifecycle?  
Value to the patient.

***“We’re trying to create an environment where we could better manage our information, whether it’s unstructured data or structured data, that will enable us to get our important discoveries...to the people that need it”***

– Chris Lee, VP of Global Regulatory Affairs Operations and Quality Management at Merck & CO.

Here are just three of the areas where intelligent automation is being applied to unlock patient value and drive business results:

- **Regulatory Operations** – Aggregate data and streamline essential RIM processes
- **Safety and Pharmacovigilance** – Ensure signal management and product compliance
- **Marketing and Medical Affairs** – Track and manage external stakeholder engagement





1

## SOLUTION PROFILE: ROBOTIC PROCESS AUTOMATION FOR REGULATORY OPERATIONS

RPA provides the ability to effectively access and manage data trapped in legacy systems in order to streamline regulatory processes such as regulatory information management (RIM). An RPA digital workforce can help to automate product registration, submission, and tracking processes, standardizing simple repetitive tasks to accurately meet regulations across the globe.

With RPA, recurring and often manual data entry and re-entry can be efficiently accomplished to meet regulatory requirements. An RPA-enabled RIM solution is just one example where RPA can deliver efficiency across the product lifecycle, supporting compliant transparency across the processes of drug development and commercialization, before, during and after new drug approval.

**When integrated with a robust intelligent automation platform,** RPA digital labor can help to establish transparency for registration dossiers at the global, regional, and local levels across multiple regulatory jurisdictions, providing:

- **Faster cycle times**
- **Process scalability**
- **Improved accuracy and quality**

### **Value to the Patient:**

As life sciences organizations focus on bringing new products to market faster and more cost-effectively, the regulatory landscape continues to have a critical impact. Intelligent automation is proving invaluable to better manage the data involved in regulatory operations. The RPA digital workforce helps assure heightened accuracy, speed, and quality by replacing manual tasks along the path to patient value.

## 2 SOLUTION PROFILE: ARTIFICIAL INTELLIGENCE FOR SAFETY AND PHARMACOVIGILANCE

AI and machine learning can transform pharmacovigilance effectiveness and cost-efficiency by sorting through data, intelligently filtering what is important to decision makers, and ultimately streamlining the process of signal management. From intake and detection, to safety information tracking and management, to adverse events reporting, major efficiencies can be gained.

***“As pharmaceutical companies face a growing responsibility to track outcomes and adverse events related to the drugs they manufacture, automating parts of the pharmacovigilance process will be a financial imperative.”***

– KPMG, *Intelligent Augmentation: Life sciences companies are a natural fit for digital labor, from robotics to cognitive*

**When integrated with an intelligent automation platform,** AI tools can help address understanding of outcomes for current medicines and help advance personalization and safety for innovative precision and predictive medicines in the future.

### **Value to the Patient:**

Artificial Intelligence can scan and digest signal data to assure quality and better understand medicinal impacts on the patient. AI’s ability to offer organizations support for analysis and decision making translates to improved medicinal treatment safety, contributing to healthy patient outcomes.

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# SOLUTION PROFILE: CLOUD TECHNOLOGY FOR MARKETING AND MEDICAL AFFAIRS

For life sciences organizations, every aspect of launching and maintaining a drug in market falls under the regulatory microscope.

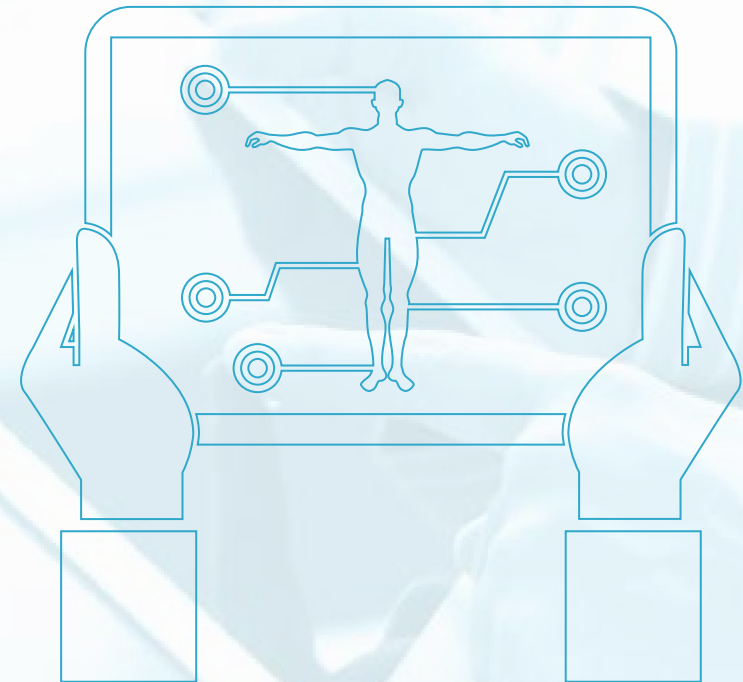
Cloud-based solutions can establish a scalable means of information collection, collaboration, and decision making to manage key obligations like external stakeholder engagement and labeling requirements.

**When combined with an intelligent automation platform,** cloud technology can help organizations manage activities across lines-of-business, jurisdictions, and geographies, while maintaining a unified control environment for proof of fair value, standardized payments, and strict SOP compliance.

## Value to the Patient:

With the implementation of cloud based technologies, life sciences organizations have the flexibility to extend and quickly adapt processes without having to invest in and support technical infrastructure. Organizations can run regional applications around the globe with transparency and

auditability, and turn organizational focus to responding to insights gained, assuring safe and efficacious products are in market to meet patient needs.



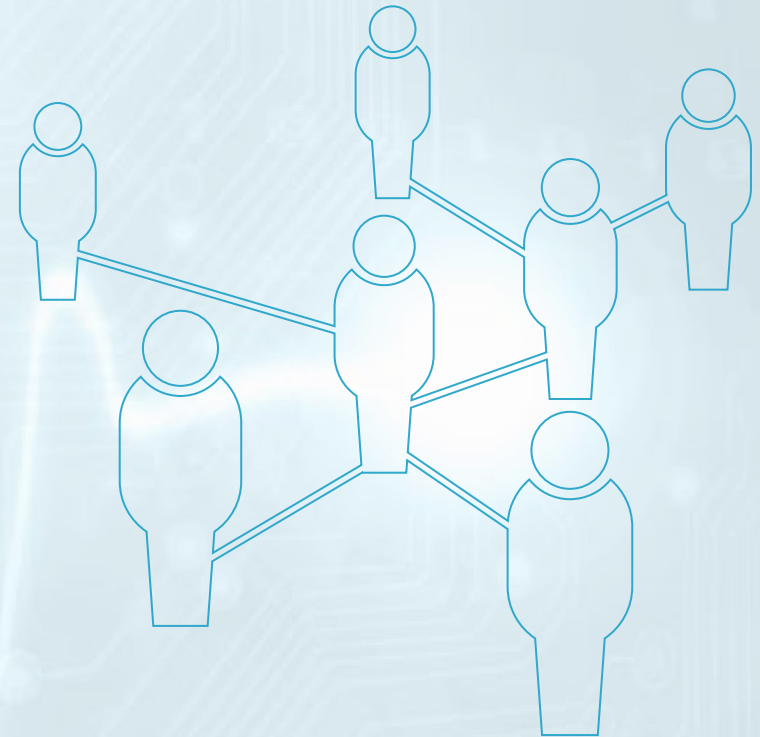
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## Unlocking Patient Value

While delivering value to the patient has always been the goal for the Life Sciences industry, the dawn of “power to the patient” and demand for patient engagement and centrality in all aspects of healthcare and life sciences has heightened the impetus for change in the industry.

Life sciences leaders are implementing automation tools to stay proactive and competitive. RPA, AI, and Cloud technologies are helping to improve data management, streamline processes, and ultimately innovate across the product lifecycle to unlock patient value.

To learn more about how Appian is helping life sciences transform using intelligent automation, visit our Resources Center for Life Sciences. [appian.com/industries/life-sciences](https://appian.com/industries/life-sciences)





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