



Appian for Life Sciences

Social media digital registry.

- Monitor social media messages and assets and their approval.
- Drive engagement to increase brand awareness.
- Achieve end-to-end visibility into 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 and 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 Platform, you will have end-to-end visibility into both your organization's approved social media posts, and what others are posting. The Appian 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 does the following:

- 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 the following:

- 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 the following:

- Marketing planning and execution.
- Consumer and patient support and managed care hotline.
- Customer and vendor relations management.
- Key opinion leader, key medical experts, tracking and management system.
- Compassionate use program and emergency use authorization.

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 life cycle. The Appian Low-Code 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:



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