

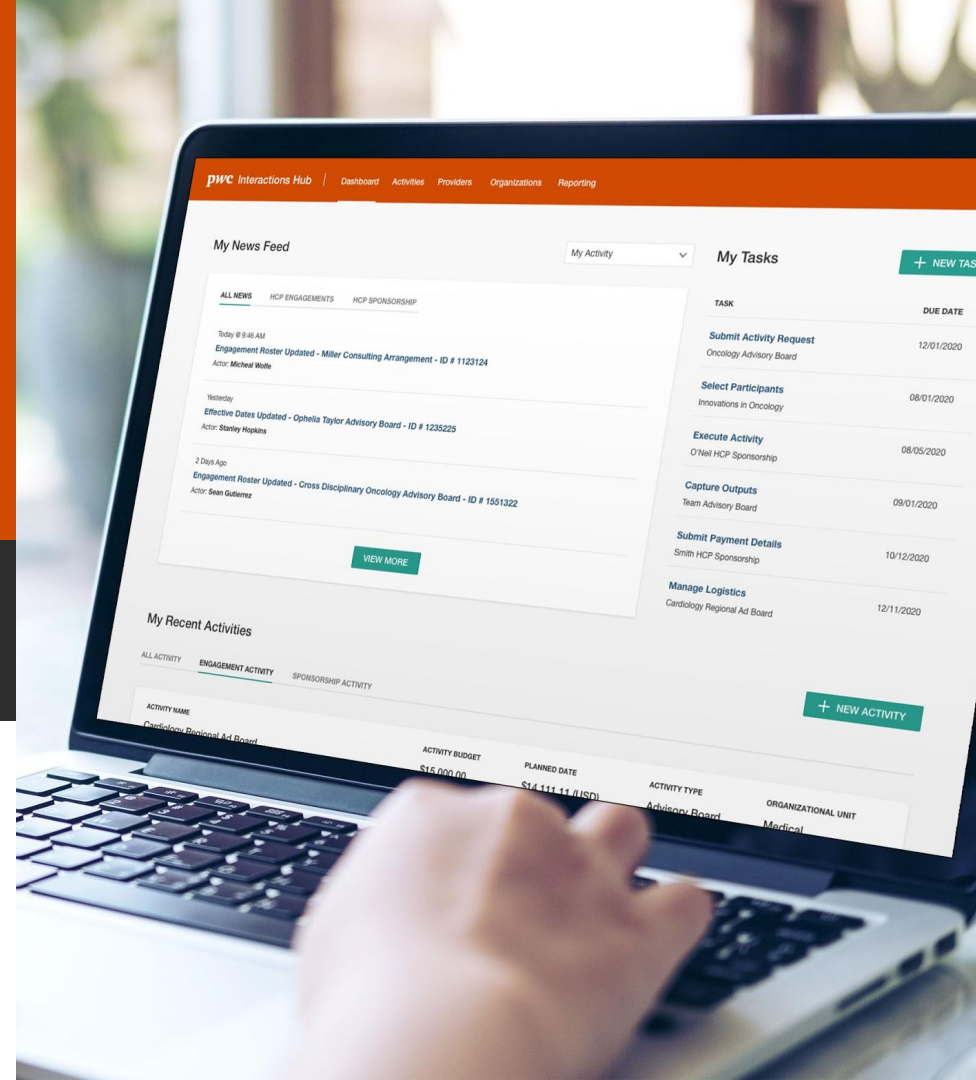
# Interactions Hub Conversation Starter

Automated process. Intelligent decisions.  
Seamless compliance.



## Interactions Hub

A PwC Product



Ready for an upgrade.

65%

of pharmaceutical and medical device companies rely on manual tools to support their HCP/HCO and patient interactions processes

**Digitizing manual interactions is a top priority**

PwC, HCP Management Conference, 2019

Get it right.

50%

resource and technology savings and an exceptional user experience are realized with the right solution

**Invest in automation to lower your overall cost**

PwC, Client Process Optimization Experience, 2019

# Deliver an efficient, flexible and sustainable way to conduct your business

## CHALLENGE

Manual and complex interactions processes use significant resources and result in a poor experience for users

Traditional solutions can't adapt to business environments or evolving needs

Comprehensive view on enterprise-wide interactions is challenging and requires significant manual effort

Technology used for engagements is siloed and not fit for purpose



## OPPORTUNITY

Save costs and enhance user experience with a digital automated solution

Custom capabilities and ongoing changes can be significantly faster and easier with our low-code technology

Real-time information on interactions available on mobile devices

Seamless integration with your business and financial systems while enhancing data quality

What if a digital solution  
streamlined your experience?

What if you could focus on  
creating business value?



# Introducing Interactions Hub

Automated process. Intelligent decisions.  
Seamless compliance.

Interactions Hub is a one-stop-shop solution built on Appian's low-code automation that digitizes the end-to-end process for HCP/HCO and patient interactions, from needs assessment through contracting and payment.

Built with the right blend of technology and industry know-how, Interactions Hub facilitates seamless and proactive compliance. It also increases efficiency by following a streamlined, system-guided process that reduces manual steps and duplication of effort.

And efficiency doesn't come at the cost of flexibility or experience. Able to suit your unique business needs with a light tech lift, Interactions Hub delivers a great look and feel, mobile access and real-time reporting.

A man with short brown hair and glasses, wearing a dark suit jacket over a blue shirt, is seated in an office chair. He is looking down at a smartphone in his hands, with a tablet resting on a desk in front of him. He has large blue headphones around his neck. The background is a blurred office setting.

**BUSINESS BENEFITS**

**Interactions  
made easy and efficient**

**Only low-code solution of its kind**

Rapid customization tailored to your unique business environment, organizational fit and long term growth

**Delivering high quality user experience**

Available out of the box with the PwC library of global business workflows, simplify interaction management using your phone, tablet or desktop

**Equipped with intelligent automation**

Use smart workflows, automated decision making, artificial intelligence and robotics to enable valuable resources to grow your business

**System integration that's cost-efficient**

Integrate your existing solutions quickly with Interactions Hub's over 40 no-code connectors and build a cost-efficient systems architecture



**Enabling your team to  
work better, faster**

**Eliminate complexity**

Intuitive process and interface guides users through interactions without switching between multiple systems

**Need changes? No problem**

Low-code technology makes changes on business rules, compliance thresholds and addition of new capabilities possible in a matter of moments

**Visibility for decisive action**

Business and compliance insights available at your fingertips while smart notifications keep you in touch – from HCP utilization to compliance exceptions

**Cut noise, create value**

Fully digital interactions eliminate HCP/HCO pain navigating complex processes, resulting in positive business experiences and better relationships

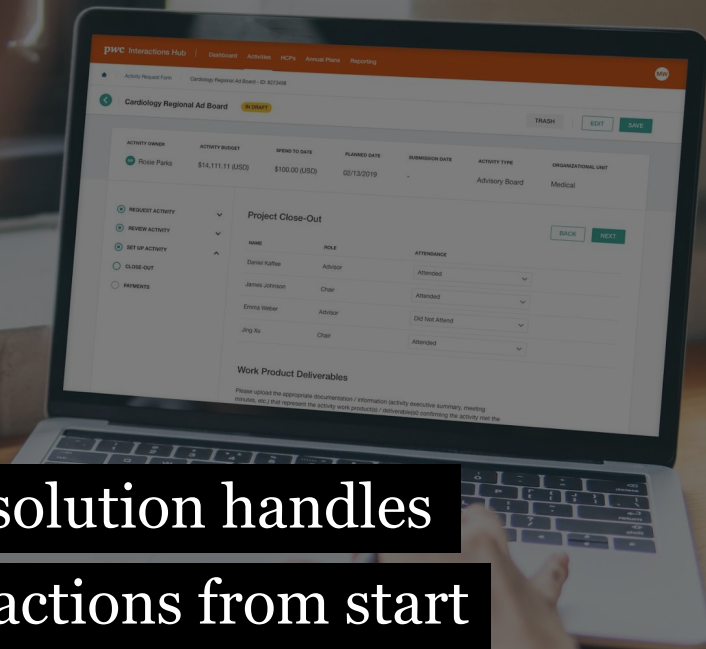


How does Interaction Hub's holistic,  
flexible, intelligent solution help you?



HOLISTIC

One solution handles  
interactions from start  
to finish



## A single-system solution for anyone, anywhere to manage interactions

Digitize the entire lifecycle for fee-for-service arrangements, patient engagements, external funding and investigator sponsored studies using a single global solution that seamlessly links with your master data, ERP system, spend transparency solution and other peripheral systems.

Equipped with the PwC library of global standards and industry better practices, Interactions Hub serves as your guide for business processes and compliance rules, taking the guesswork out of interactions.

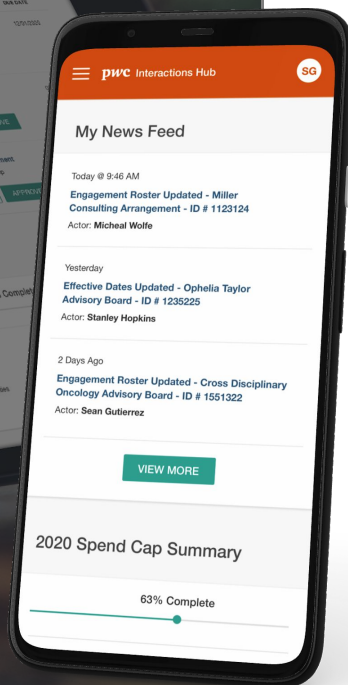
SCALABLE

A solution that goes  
and grows with you

Wherever you go, however you grow,  
Interactions Hub is with you

Engaging on the go? That's not a problem with Interactions Hub. Access your application instantly on desktop, tablet and smartphone from anywhere in the world.

You can also rely on our low-code technology to update your solution significantly faster than traditional solutions and enable much-needed new capabilities without waiting for a product pipeline.



INTELLIGENT

Technology that's  
more than a buzzword

## A blend of machine smarts and human experience for a truly intelligent solution

We've combined our decades of experience in managing healthcare professional and organization interactions with leading intelligent automation – including artificial intelligence, robotic process automation, intelligent document processing – that can create a smart product, and a smart choice for you.

# The Interactions Hub difference



## Fast and agile

The only low-code solution of its kind, Interactions Hub, built on Appian can deliver customization and change faster and easier.



## Equipped with know-how

Improved business processes and global compliance controls, including 15+ years of PwC experience in managing HCP/HCO interactions.



## Connected operations

40+ no-code connectors and rapid integrations enable you to operate a unified business and compliance environment.



## High quality data, anywhere

Generate insightful data, metrics and notifications from your interactions, and access them via browser, tablet and mobile phone.

# Talk to the people behind Interactions Hub



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Thank

You



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