



# Transform your approach to engaging with healthcare professionals

KPMG Healthcare Professional Engagement Assist™



The engagement of healthcare professionals is crucial to developing, marketing, and promoting products that can enhance patient outcomes. Important as these relationships are, they also present significant operational and compliance risk, as they involve inputs from a variety of internal business owners and invoke significant regulatory scrutiny.

## KPMG Healthcare Professional Engagement Assist™ can help

HCP engagement workflows are unique to each organization and involve a collection of process steps, data sources, and support systems. Accordingly, a customizable solution that can align with regional policies, scope, and activities of each organization and scale in accordance with the volume of HCP relationships is necessary to effectively support operations both domestically and globally. With the potential for engaging thousands of HCPs and organizations over the course of a year, manual, siloed, or fragmented processes can lead to higher costs, increased compliance risk, and decreased efficiencies.

Our technology, risk, and compliance teams work together with business stakeholders to define bespoke HCP engagement workflows that address regulatory standards and organizational policies. Leveraging our existing proprietary workflow solution that efficiently integrates with an organization's payroll, events management, vendor master, and contracting systems, we are able to tailor business requirements for each client based upon input from stakeholders from compliance, medical affairs, legal, and other associated departments. The result is an automated solution designed to streamline processes, evidence review and approval requirements, and enhance visibility across the HCP engagement lifecycle, including the following activities:

- Budgeting and Planning
- HCP Needs Assessment
- Fair Market Value (FMV) Analysis and Determination
- Contracting
- Event Management and Proof of Performance
- Invoicing
- Transparency Reporting

## Our HCP engagement experience

KPMG Life Sciences professionals work closely with pharmaceutical, biotechnology, and medical device companies to provide a variety of services to support their HCP engagement programs, including current-state control assessments, future-state target operating model design, benchmarking analysis, and IT solution implementation.

Our in-depth knowledge of regulatory requirements and industry codes, along with our real-world experience in providing compliance support for companies of all sizes, uniquely positions us to support organizations who want to develop a streamlined and bespoke end-to-end HCP engagement solution.

# Potential benefits of KPMG Healthcare Professional Engagement Assist™

Our firm's solution supports a consistent, global end-to-end process and provides for a more dynamic and accessible user experience for the HCP engagement lifecycle. Specifically, it streamlines the HCP engagement process from start to finish, eliminates departmental siloes and fragmented business processes, and enables a singular line of sight for all business owners involved in the workflow. The additional advantages of our solution noted below all have a common theme—they make compliance oversight more efficient and effective.



**Clear Audit Trails** – By streamlining and automating processes in a single solution, workflow evidence is recorded at every step, including necessary approvals, business justifications, and supporting determinations. This greatly reduces the burden on personnel in the event of an audit and enables enhanced compliance monitoring on the back end.



**Customizable Business Rule Development and Enforcement** – We tailor our existing global workflow solution to develop business rules on the front end that align with regulatory standards, industry codes, and organizational policies. These business rules are both enforced by the system and further configurable to end users, allowing the application to be continuously updated to address ongoing compliance considerations. This serves to promote adherence to organizational expectations and increase compliance's ability to enforce standards.



**Seamless User Interface** – Our seamless and easy-to-use interface helps increase buy-in by organizational stakeholders, as well as the external HCPs that are engaged. HCPs will have the opportunity to access the tool, manage invoices, and upload supporting event documentation through a proprietary mobile application. This ease-of-use drives utilization by HCPs and ultimately makes managing the corresponding operational and compliance processes easier for the business.



**System Alignment and Integration** – Our KPMG Healthcare Professional Engagement Assist™ tool can easily integrate with critical existing data sources and systems—whether they are in connection with the vendor master, contracting, invoicing, events management, or expense reimbursement systems—to consolidate process steps in a single source.



**Defined User Based Roles** – Users with distinct needs (e.g., compliance, legal, medical affairs, finance, and accounting) may be assigned specific roles (i.e., operational owner, business reviewer, compliance approver) to view information relevant to their role to promote accountability throughout the lifecycle.



**Enhanced Visualization and Reporting** – By capturing historical and current HCP engagement information, the solution enables the visualization of data to provide a comprehensive story about the organization's HCP relationships, the details and credentials of the HCPs engaged, and the associated spend. The centralized dashboard enables users to easily track and report on spend by HCP and/or event type, budget status, and instances in which thresholds are being exceeded. This clear line of sight drives greater insight into opportunities and efficiencies.

## Our KPMG Healthcare Professional Engagement Assist™ is connected

As a cloud-based solution, the KPMG Healthcare Professional Engagement Assist™ enables real-time access anywhere and at any time, an increasingly important feature in today's marketplace, an adaptable platform that rapidly integrates with existing business systems. This platform also enables prompt updates in response to regulatory or business requirements to reduce cost and compliance concerns.

As we improve and enhance our delivery model, we continue to develop enhanced functionality this solution. By utilizing a flexible and adaptable platform, our solution may adapt to future regulatory and marketing conditions while continually increasing efficiency and ability.

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