

# KPMG Healthcare Professional (HCP) Engagement Assist

**Streamlined interactions.  
Improved engagement. Reduced risk.**



**KPMG Healthcare Professional Engagement Assist** is a purpose-built accelerator that helps life sciences organizations streamline and manage interactions with Health Care Professionals (HCPs) and Health Care Organizations (HCOs). By integrating compliance, operational, and IT processes, it reduces regulatory risk, improves engagement efficiency, and consolidates spend data for enhanced visibility and reporting—empowering clients to meet global compliance standards with confidence and control.



## Full visibility; intuitively easy to use

Every organization is different in how they engage with HCPs and HCOs. Workflows involve multiple steps, data sources, and systems, yet they must also align with ever-changing policies and regulatory standards.

As the volume of your HCP and HCO relationships grow, 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** gives you a 360-degree view into every interaction.

Through easy-to-use dashboards and intuitive interfaces, every engagement – no matter what kind – is automated based on local requirements. Now you can input key information into tailored forms to maintain compliance with organization and regulatory requirements.



## How it works

The HCP interface gives you the power to streamline processes and track evidence review and approval requirements across your organization's HCP engagement lifecycle. Features are customized specifically for your organization's business and technical needs.

The result: an automated solution that gives you clarity and control to document and track the following:



## Why it matters

**KPMG HCP Engagement Assist** simplifies global HCP and HCO engagement processes, giving you a single line of sight for all stakeholders involved in the workflow. As a result, your organization enjoys:



### Reduced risk.

No matter the provider, geography, or nature of the interaction, the automated process ensures the engagement aligns to the latest compliance or regulation.



### Increased efficiency.

Knowledge gaps are reduced. All stakeholders can input or access information within seconds, giving them time back for more urgent tasks.



### Increased organizational buy-in.

The interface is easy to use and supports mobile capabilities, so HCPs/HCOs 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 improves compliance monitoring and better prepares your personnel for an audit.



### Increased speed to market.

Configurable business rules that align with regulatory standards, industry codes, and organizational policies are embedded into the design so shifts in compliance are updated immediately.



## Success in action

A global medical device organization sought to streamline its engagement with HCPs/HCOs as it had limited visibility into the end-to-end process, lack of system integration, and insufficient reporting. KPMG helped automate its workflow using built-in system logic to validate compliance against organizational and regulatory requirements and dashboards to provide clear line of sight into HCP and HCO spend to facilitate transparency reporting.



**KPMG delivers a comprehensive suite of solutions designed to modernize core life sciences operations. By leveraging AI, automation, and advanced technology, we help clients master regulatory complexity, streamline commercial and compliance processes, and unlock new efficiencies. Each solution, from contracting to transparency reporting, is crafted to solve specific industry challenges while contributing to a more connected, controlled, and intelligent enterprise.**



**Pharma Commercial Contracting Automation (CCA):** An AI-enabled platform to streamline the entire contract lifecycle, improving third-party relationships and driving efficiency in commercial contracting.



**Healthcare Professional (HCP) Engagement Assist:** Automates and manages interactions with healthcare professionals and organizations to ensure compliance, reduce risk, and improve engagement.



**State Pricing Transparency Reporting (S PTR):** A centralized platform that simplifies and streamlines state-specific drug price transparency reporting to ensure compliance and accuracy.



**Health Authority Inquiry (HAI):** An AI-driven tool for managing the intake and response process for regulatory inquiries, reducing manual effort and ensuring consistent, compliant communication.



**Covered Entity Case Management (340B):** Centralizes and automates the management of 340B-related inquiries, including audits, eligibility, and refunds, for faster and more consistent responses.



## Elevate your enterprise

Built for mission-critical operations, Appian's AI-powered platform automates and improves key business processes to reduce costs, elevate customer experiences, and create a strategic advantage. By pairing our deep Life Sciences industry knowledge with a modern AI-powered platform, KPMG provides solutions that generate significant sector capabilities alongside lasting ROI and value for our clients.

### Contact KPMG to take the next step



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