IBM Promotional Spend Compliance Accelerator for Life Sciences (PSC) Business Demo and Script

Instead of showing a full scenario, I have attempted to highlight the capabilities in a quick 5 minute demo, focusing only on small snippets from the solution and scenarios.

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| **Scene** | **Product Screens** | **Visible Text** | **Dialog** | **Time** |
| **Intro** | Black background | 1. IBM Logo + PPSA 2. IBM Promotional Spend Compliance Accelerator for Life Sciences 3. Show Process, Rules, and Analytics icons combined | With a renewed focus on compliance, oversight, and transparency in the reporting of gifts and payments made to physicians and teaching hospitals; the US federal government and several states have passed laws to regulate aggregate promotional spend  Life Sciences including Pharmaceutical , Medical Device and Bio-tech companies need to use a systematic approach to tackle the promotional spend compliance issues at corporate, state and federal levels  IBM's Promotional Spend Compliance Accelerator for Life Sciences enables you to meet these challenges with a flexible, expandable and robust solution that includes comprehensive coverage of common promotional processes to ensure regulatory compliance and combined with business agility enablers that provide integrated workflow across systems, faster response to policy changes with configurable business rules, and increased insight into program performance. | 59s |
| **Transition 1** | fade to black background with white text | Holistic |  | 3s |
| **Integrated Holistic solution** | 1. Show the Compliance Officer (Archie) logging in to see any outstanding issues; Promotional Expense violations and Covered Recipient Spend report disputes 2. Show Compliance Officer Main screen. (Create Case etc.) 3. Show a Report dashboard |  | IBM's Accelerator is offered as a single, holistic offering that covers the full breadth of promotional spend needs. Combined under a single web-based user interface, transparency is top of mind, as the solution enables concurrent, securely controlled access by multiple stakeholders including Spend Users, Covered Recipients, PSC Administrators and Compliance Officers. What makes this solution truly unique is that in addition to providing the core foundational processes for promotional spend, it also delivers solid insight into spending trends, enabling companies to quickly understand and take action to address how best to allocate their marketing funds. | 40s |
| **Transition 2** | fade to black background with white text | Comprehensive |  | 3s |
| **Comprehensive Promotional Spend process coverage and customization** | 1. Show Spend User (Adam) Promotional Spend violation    1. Spend User receives notification of Promotional Spend violation    2. Show Spend User updating Promotional Spend record    3. Compliance Officer reviews and closes Case |  | Ensuring efficient and effective processes that remain consistent throughout the business ecosystem is a major challenge. Whether it is a Spend User submitting an Expense report, a Compliance Officer reviewing these reports, or a PCS Administrator making rule changes, the solution provides a comprehensive pre-built, thoroughly tested and scalable set of promotion processes.  As an example, a Spend User submits an expense report that unwittingly contravenes a Federal or State regulation. How can these deficiencies be tracked and handled automatically? Because the Regulatory rules vary between states, integrated tooling provides intelligent process customization and optimization. Imagine being able to add a custom approval to your Compliance Case process, or integrating with a new service for authentication or customer information. The ability to easily change the structure and design of the process gives companies the freedom, flexibility and speed to adapt to unique and changing business needs. | 63s |
| **Transition 3** | fade to black background with white text | Integrated |  | 3s |
| **System Integration** | 1. Show a Covered Recipient (Ivana) receiving a notification of Monthly Spend Report 2. Show Covered Recipient disputing a Spend Record |  | Access to and integration with multiple state systems that support the Compliance process, such as access to Expense data and Client information services creates added complexity and limits transparency. Embedded integration points enable Covered Recipients to review Promotional payments received from multiple sources and to accept or dispute these payments. Once complete, Covered Recipients are notified of the changes and corresponding dispositions are pulled into the system | 33s |
| **Transition 4** | fade to black background with white text | Flexible |  | 3s |
| **Configurable business rules** | * 1. Show navigation to rules management   2. Show PCS Administrator (Miguel) making a rule change |  | Flexibility truly is critical to organizational success. Government legislation, company policies and processes will evolve over time. And leveraging business rules that are simple to understand, easy to change and quick to deploy throughout the Promotional Compliance process, provides an additional level of dynamicity and intelligence. Thus, when policy changes, such as new state regulation, a PCS Administrator is able to rapidly modify the process to enact the change. Pre-built rules enable customization by Category, Activity type, Spend Type, and even to the granularity of specific Expense types. Additionally, business rules can be easily augmented with content to meet your specific needs. | 47s |
| **Transition 5** | fade to black background with white text | Intelligent |  | 3s |
| **Dashboards and Analytics** | 1. Show Promotional Spend analysis report    1. Drill into a Report chart    2. Open drop down and change view 2. Show Promotional Spend Case status    1. Filter dates |  | Ultimately, to enable companies to enhance promotional outcomes, they must first monitor, measure and track promotional spend. Using robust analytics capabilities, the company is able to create numerous report types granting them unprecedented exposure to promotional expenditures and performance throughout the process. Built-in business end-user support allows for enhanced interaction; allowing users to easily manipulate and modify reports. These enhancements will pave the way for companies to leverage advanced analytics that will ultimately drive better promotional expenditures through the correlation of Spend User disbursements and Covered Recipient performance. | 45s |
| **End** | fade to black background with white text | IBM Logo + link to Life Sciences page  http://www-01.ibm.com/software/info/bpm/industry/healthcare-life-sciences/ | IBM is working to build better outcomes in Life Sciences, to learn more about the IBM Promotional Spend Compliance Accelerator for Life Sciences, contact your IBM representative. | 11s |
|  |  |  | **TOTAL** | 313s (5:13s) |