

Case Study: Life Sciences

Patient-centric Strategy Increased Drug Sales for Major Pharma Company

Cognizant delivers strategy and infrastructure for improved patient care.

The client, a global biopharmaceutical company, sought to develop strategy and services to improve patient relations and loyalty. The company recognized that the healthcare industry was rapidly making a shift towards emphasizing the patient's experience and outcome of treatment. This was even more important as the company's flagship product, a specialty drug, would be facing patent expiration soon.

In addition to the imminent threat of competition, the client was also challenged by delays in onboarding patients due to complex insurance rules. With an average timeline spanning weeks, many patients dropped out of therapy before receiving any of the drugs.

The client approached Cognizant to help develop a strategy for patient onboarding, engagement, and analysis. The client recognized that our deep domain expertise in specialty drugs marketing would be valuable in this initiative, and we had cultivated the company's confidence through successful delivery on other projects.

The Cognizant team used its experience to craft a patient-centric service strategy and the underlying infrastructure, known as the Ecosystem.

Cognizant's patient-focused Ecosystem is an integrated coordinated care platform that transforms the quality of

At a glance

The client required a partner to assist in reinventing patient services for their flagship drug. From education to benefits verification to pharmacy support, the suite of services had to focus on simplifying the process of getting the drug to the patient.

The client chose Cognizant for our deep understanding of its industry, delivery history and innovative technical solutions.

Outcomes

- 300,000 patients served via the Ecosystem
- Savings of \$3,000 per year on cost of care for patients on the Ecosystem
- 70% of prescribers intend to use the system, and around 26% of those will prescribe more drugs

care for patients, improves brand loyalty, improves patient satisfaction, strengthens and protects the client's position with payers and is a distinct differentiator.

Enrolled patients can expect a better quality of life, fewer hospitalizations and lower overall healthcare costs.

IT Ecosystem

First, we focused on the onboarding process, which included many parties such as prescribers, insurance, pharmacies, nurses and patients. The Cognizant team developed a solution that had multiple portals for each group in the process of onboarding, including:

- Prescriber registration
- Nurse education
- Provider services, including instant patient history
- Insurance authorization
- HIPAA authorization
- Benefits & Copay management
- Pharmacy notification
- Patient education, reminders, & opt-in
- Digital signature

The new Ecosystem streamlined and reduced the process from weeks/months to a few days, and improved accuracy.

Further, 26% of prescribers on the Ecosystem will prescribe more drugs because of the patient and provider experience.

Embedded Analytics

Cognizant also developed flexible and scalable analytic tools into the Ecosystem, built on a comprehensive data warehouse, defined by stakeholder requirements.

Data entered during the onboarding process – including patient and claims information – is captured, measured and made available through

- 26% increase in the number of days an average patient is covered by the client's drugs
- Increased adherence rates for patients, resulting in more sales of biologic drug
- Reduced the authorization process from weeks to a few days
- Saved time and achieved greater accuracy by eliminating phone calls, paper forms and fax offices

QlikView reports for U.S. Commercial and Sales Representatives to view activity and key metrics.

An integrated dashboard provides patient service and care personnel with all patient details and interaction data. Users can track services for which the patient has enrolled, including medication reminders, on-call nurse support and injection training.

The comprehensive tracking helped deliver an average cost of care saving of \$3,000 per year for patients on the Ecosystem.

A Patient-Service App

Cognizant also deployed a mobile application designed to help patients better manage their benefits coverage, disease and medication. With automated medication reminders, an injection tracker, a symptoms log and other supporting services, the application improves the patient's ability to properly and confidently administer the drug. This empowered patient experience has helped to drive a 26% increase in the number of days an average patient is covered by the drug.

Cognizant's implementation of the Ecosystem enabled the client to deliver high quality personalized care to patients. These efforts helped achieve an increased patient adherence, better patient outcomes and enhanced treatment experiences; this led to increased sales of the drug.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

Cognizant

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Changi Business Park Crescent,
Plaza 8@CBP # 07-04/05/06,
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051