



Communications, Media & Technology in collaboration with Healthcare case study

TELUS Health pioneers Virtual Pharmacy

The global healthcare company revolutionizes employee wellness programs by digitizing the pharmacy experience.

The challenge

Virtual services are only as reliable as the infrastructure on which they're served, and that gives TELUS Health a big advantage: As a division of TELUS, the global healthcare company runs its business--and its commitment to social change--on a global-leading network.

TELUS Health sought to bring reliability to virtual pharmacy services in Canada, envisioning an end-to-end approach to virtual healthcare with the goal of better and more convenient health experiences for individuals.

It progressed its vision of transforming healthcare and empowering people to live healthier lives with the launch of Virtual Pharmacy, its online prescription and pharmacy consultation service.

While a recent TELUS Health report found that medication non-adherence has returned to pre-pandemic levels, research has also shown that one-third of Canadians skip dosages of their medication because they're too busy to pick up the prescriptions. To support prospective customers in choosing the convenience of the Virtual Pharmacy service when they didn't recognize the full value, TELUS Health needed a spot-on strategy and further product development to demonstrate to end users the benefits of continuing their health journey without leaving home or office.

At a glance

Industry

Communications, Media & Technology in collaboration with Healthcare

Location

Canada

Challenge

Pioneer an end-to-end approach to virtual healthcare in Canada

Products and services

- Strategy and market assessment
- Product roadmap
- Development of MVP, online portal and mobile app

Success Highlights

- Our diverse team included consultants and software engineers as well as anthropologists and experience-design experts
- MVP delivered in seven months
- 61,000 consumers use the Virtual Pharmacy mobile app
- 98% of patients who had a virtual consult reported a positive experience
- 86% of app users reported that ordering was easy and quick

The approach

TELUS Health has spent more than a decade building a suite of digital innovation and clinical services to improve physical, mental and financial health and wellness across the spectrum of primary and preventative care. Then, it expanded into customer-facing markets with virtual care and pursued this expansion with the addition of a virtual pharmacy service to help complete the continuum of care for people in Canada.

When the company was seeking a strategic partner to support the launch of this service, it chose Cognizant for our ability to help expedite the launch and make their vision a reality. We brought a broad, diverse team to the Virtual Pharmacy initiative, including members from our Consulting, and Cognizant Softvision as well as anthropologists and experience-design experts. Our team supported the product strategy and provided an understanding and learnings of

remote healthcare from the more advanced US market. We also supported the product design and development of both the digital platform and mobile app.

Development of the upfront strategy

The first three months of work focused on market strategy. “We spent a lot of time seeking the right value proposition for people who weren’t asking for this service,” said Dana Wheeler, program director for Virtual Pharmacy, TELUS Health. “We also needed a second value proposition for the carrier market because they play a big role in shaping and transforming how the market behaves.” The upfront work articulated for TELUS Health how different the value propositions were: Consumers are less price sensitive, so they lean into convenience; employers are cost driven. “The duality of those two value propositions came out very clearly,” added Wheeler.

To further strengthen the value proposition, Cognizant performed a comprehensive assessment of pharmacy players across the industry, including identification and benchmarking of best-in-class capabilities. We mapped the client's existing capabilities against its competitors and industry best practices, and we defined the user journey, personas and design principles based on targeted ethnographic research.

After strategy, a product roadmap for market success

Next, our team helped develop the product roadmap for the platform and mobile app that form the heart of Virtual Pharmacy as it is known today. The roadmap served as the guidepost for the project's seven-month design and development phase. We took a long-term view of the product strategy, defining business milestones and mapping out the product's ties to TELUS Health's overall strategy for growth.

Unlike many large engagements that rely on predefined contracts, TELUS Health sought an iterative, step-by-step approach that would result in a minimum viable product (MVP). Our experienced agile team provided the necessary flexibility and collaboration. Because the Virtual Pharmacy service is built on an existing system for which little documentation was available, the team was tasked with reverse engineering to find spots to link the new functionality.

Throughout the MVP development, TELUS Health's pedigree as a division of its parent company, TELUS, served as a key advantage. Our technology infrastructure and broad reaching network has "always been seen as a differentiator," said Wheeler. "We leverage the power of our technology and our company's significant achievements and investments in building world class networks to support our recognized credibility in the market."

Business outcomes

Virtual Pharmacy launched with a complete array of services ranging from delivery of

prescription medications to a person's doorstep to refill reminders and unlimited video and phone consultations with locally licensed pharmacists.

Market differentiators for Virtual Pharmacy include the app's Family Medication Manager, which allows families to order and track their members' prescriptions even if they're hundreds of kilometers away, and its MedPack service, which provides compliance packaging, sorted by date and time, for patients who take multiple medications.

In addition, Virtual Pharmacy has generated important business benefits for TELUS Health:

- **61,000 consumers** use the Virtual Pharmacy mobile app
- **98%** of patients who had a virtual consult reported a **positive experience**
- **86%** of app users reported that **ordering was easy and quick**
- **82%** of app users would **recommend the product** to a family member or friend



Looking ahead

The TELUS Health Virtual Pharmacy program at Cognizant has a five- to 10-year horizon. TELUS Health and Cognizant continue to grow the strategic relationship with Cognizant expanding its role to support additional divisions within the company and continually introducing new features and functionality for the service. With TELUS' global-leading technology and compassion to drive social change and enable remarkable human outcomes, Cognizant is deepening our investment in understanding TELUS Health's technology, processes, and ecosystem to help deliver a category-defining service.

and clinical services to improve total physical, mental and financial health and wellness. By leveraging the power of technology to deliver connected solutions and services both in-person and virtually, TELUS Health is improving remedial, preventative and mental health outcomes covering over 60 million lives, and growing, around the world. TELUS Health is also committed to facilitating collaboration, efficiency, and productivity for physicians, pharmacists, health authorities, allied healthcare professionals, insurers, employers and people globally, progressing its vision of transforming healthcare and empowering people to live healthier lives. For more information, please visit: www.telus.com/en/health

About TELUS Health

TELUS Health is a global healthcare company that provides employee and family preventative healthcare and wellness solutions in more than 160 countries. The TELUS team, along with its 100,000 health professionals, are leveraging the combination of TELUS' strong digital and data analytics capabilities with its unsurpassed client service to deliver both digital innovation



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](https://twitter.com/Cognizant).

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