



Digital Transformation of a Top Pharmacy Benefit Manager in USA

Our Customer

A top pharmacy benefit manager in US

Business Challenges

Our customer faced several challenges including low member engagement across channels, low STAR rating, unavailability of scalable infrastructure and larger volume of calls resulting in high operations cost.

To meet the ever-changing healthcare and pharma regulatory needs, rising consumerism trends, technology advancement and to address its key challenges, the customer launched a digital transformation initiative to:

- Transform their core business processes and consumer facing engagement portals
- Redesign portals with enhanced functionalities like pharmacy search, member portals etc., to streamline business processes for its members, clients and brokers
- Digitize end to end functions like enrollment and claim administration
- Develop SaaS based applications to add more clients and improve business

To deliver on this important digital transformation initiative, the pharmacy benefit manager partnered with Hexaware.

The Solution

As their trusted digital transformation partner, Hexaware helped in developing a Pharmacy Benefits Management (PBM) platform, which can also be provided as a SaaS service for smaller and medium sized PBMs. The PBM as a Service Model provides an additional avenue of revenue growth for our client.

Hexaware helped in reimagining Medicare user experience, using a powerful set of data driven technology platforms. An ultimate customer experience was delivered to their end users, by designing integration points from the PBM platform, to easily connect with all digital touchpoints (smart-phone, smart-watch, tablet apps, Amazon Alexa and other chatbots) which enabled seamless omni-channel, anytime, anywhere experience.

Driving value through Digitization

Hexaware completely redesigned the portal using design thinking principles, and harnessed digital technologies, resulting in ultimate user experience. The application was designed as a micro services architecture, taking into consideration future integration needs. Various functions like enrollment, policy administration, claims submissions and claims adjudication were digitized.



Built a Robust, Flexible, and Efficient Pharmacy Benefit Management as a Service Model

Modernizing the PBM portal helped in boosting the customer's star ratings. The new solution was designed on a multi-tenant architecture, using an overall design approach that ensured modularity, scalability, availability and maintainability. Implemented HIPAA security measures for data encryption, SSO enablement and user authentication and optimized existing operations.

Distributed Agile enables Continuous Improvement and Reduces Maintenance Cost

The entire project was developed using a distributed agile transformation approach, leveraging Hexaview (Hexaware's enterprise business intelligence dashboard). This helped in laying a strong foundation for continuous improvement, while gaining insight into customer's operations and performance

Business Benefits

The client was able to successfully leverage digitalization to drive greater value to all its stakeholders. The solution helped in achieving significant cost reduction while improving customer engagement.



65%

Business Process flows streamlined with less human interventions and errors



84%

Improved Response Time for Checking on Eligibility criteria



60%

Reduction in Call Center Volume



83%

Increase in overall engagement

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.' We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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