



HEXAWARE



Case Study on Digital Transformation

Vijay Iyer

The Client

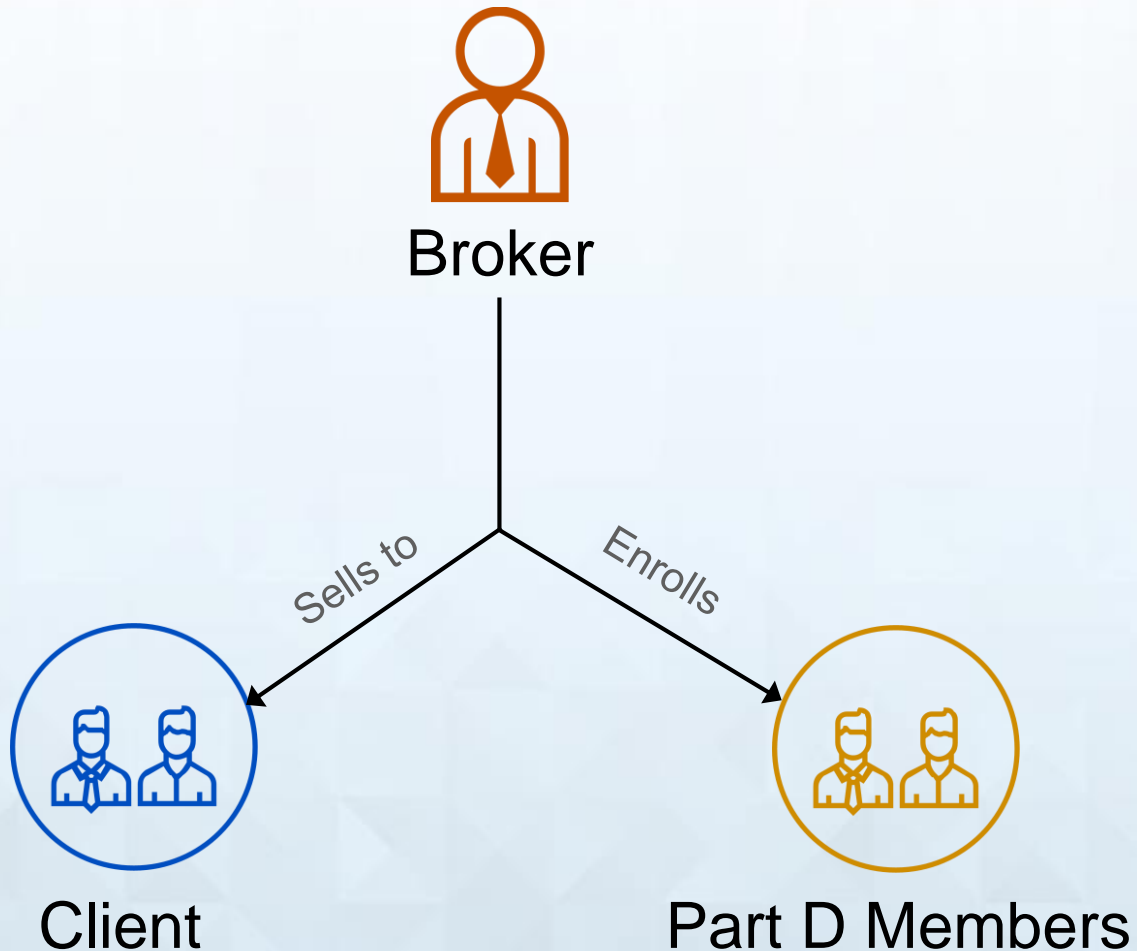
Envisionrx is a health care and pharmacy benefit management (PBM) company, part of \$30B pharmacy retail group

- The company offers individual and group Medicare Part D plans and has different products to offer in the market
- Their employees supporting a rapidly growing membership base of over 23 million members, creating savings

They have pioneered the innovative, transparent “pass-through” pricing approach

- They developed the first technology to process and track rebates at the point of sale
- Aiming for expanding their access to retail clinics, improving retail network options, limited distribution drugs

Business Requirement



As part of its strategic diversification initiative, the client decided to embark on Digital Transformation of Business Processes and Web entities

- Foremost among their needs was revamping and transforming Consumer facing Websites and Member Portals for their different lines of businesses to responsive web based application
- They also expressed acute interest in designing and transforming their current business processes into digital entities that can be further leveraged as standalone products in themselves

Benefits realized

23M
Users

Transformed user experience for diverse demographic, ages 18+ to 90.

60%

Manual interventions reduced in digitized version of current manual processes

6x

Site visits increased from 10000 to 60000 in just 2 months of launch

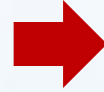
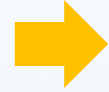
100%

Holistic Customer Experience- Inclusive design, 508 compliant, High accessibility; Omni-channel experience

70%

Reduction in Customer care calls by users due to Self service features

What we did



- Stakeholder Meetings
- Technical Overview
- Requirement Briefing

- Heuristic Evaluation
- Screening of Users
- Users and Focus Group Interviews
- Card Sorting Exercise
- Priority Mapping

- Personas
- Information Architecture
- Customer Journey Mapping
- Wireframes
- Style and Visual Guides
- Visual Designs

- HTML 5
- Javascript, JQuery
- Pattern Libraries

Heuristic Evaluation of their Current System

Enroll With Us Today!

Text Size: default increase decrease Live Chat!

Language: English | Español

1-866-250-2005 (TTY/TDD 711)

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Choose a Drug - EnvisionRx Plus Silver Benefit Plan

Below are the drugs we found that matched your search criteria. Please click on the drug name you would like to select. If there is a symbol under the Notes column, please click on it to get additional information.

| DRUG NAME | TIER | NOTES |
|-----------------------------------|------|-------|
| VASOTEC TAB 10MG | NF | |
| VASOTEC TAB 2.5MG | NF | |
| VASOTEC TAB 20MG | NF | |
| VASOTEC TAB 5MG | NF | |

NF indicates a non-formulary drug. *AM* indicates Adherence Medications, Tier 1 - Preferred Generics, Tier 2 - Preferred Brand and Some Generics, Tier 3 - Non-Preferred Brand, Tier 4 - Specialty Drugs
 VAS indicates non-formulary and non-covered Part D Drugs that are available through EnvisionMail only. Only a 90-day supply is allowed
 Silver, Version 17, Approved date 05/24/2016, Effective date 06/01/2016

Close

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Welcome to EnvisionRx Plus, a Medicare approved Prescription Drug Plan (PDP)

Thank you for visiting EnvisionRx Plus, a Medicare-approved Prescription Drug Plan.

For 2016, EnvisionRx Plus has two products available. The Silver Plan (a Basic Alternative Plan Design) is available in the 50 states, the District of Columbia, and two territories, Guam and Puerto Rico. This benefit is designed to give Medicare beneficiaries access to affordable generic or brand medications generally at a low premium cost.

Also in 2016 we have an Enhanced Alternative (EA) Plan Benefit known as Clear Choice, which is available only in some of our service areas. This benefit is available in the following states: Connecticut, Maine, Massachusetts, Michigan, New Hampshire, Oregon, Pennsylvania, Rhode Island, South Carolina, Vermont, Washington and West Virginia

Our website will provide you with important information regarding benefits, services, plan cost-sharing, and other necessary plan requirements to help you make an informed decision about your Medicare Part D prescription drug coverage.

If you have prescription drug coverage through your employer with the EnvisionRx Plus Group Retiree PDP [Click Here](#)

EnvisionRx Plus can assist you in reducing the increasing cost of the prescription medications you may depend upon. By choosing our plan, you will have access to:

- Affordable generic and brand name medications
- A convenient mail order pharmacy that services all 50 states, the District of Columbia, Puerto Rico, and Guam
- Over 54,000 pharmacies to choose from in all 50 states and the District of Columbia and also in Puerto Rico and Guam

[Click here](#) to get more information about the Plans available for 2016.

[Make Premium Payment](#)

5 Easy Ways to Enroll

- Enroll on-line now
- Download an application
- Request an application
- Enroll on-line at [www.Medicare.gov](#)
- Call Member Services: 1-866-250-2005; 711 TDD/TTY

Helpful Links

- Frequently Asked Questions
- Grievance & Appeals
- Extra Help
- Member Information
- Make Premium Payment

Adobe Reader



You may need to download and install Adobe Reader to read some documents (PDFs) on this web site.

Our plans are provided by Envision Insurance Company. **EnvisionRx Plus** is a PDP with a Medicare contract. Enrollment in EnvisionRx Plus depends on contract renewal.

*Other pharmacies are available in our network. The pharmacy network may change at any time. You will receive notice when necessary.

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Users and Focus Group Interviews



Personas and Information Architecture



Rob Thomas
Retiree - Silver User

Member Portal



Dina Percy
Caretaker - Clear Choice User

Member Portal



John Doe
Employee - EGWPUser

Member Portal



Customer Journey mapping



Rob Thomas's Needs
Retiree - Silver User
Age 66



Needs to understand
Coverage, Plan and
Benefits



Find a drug and
understand it's
costing plan



Print Membership
card



Pay monthly
Premiums

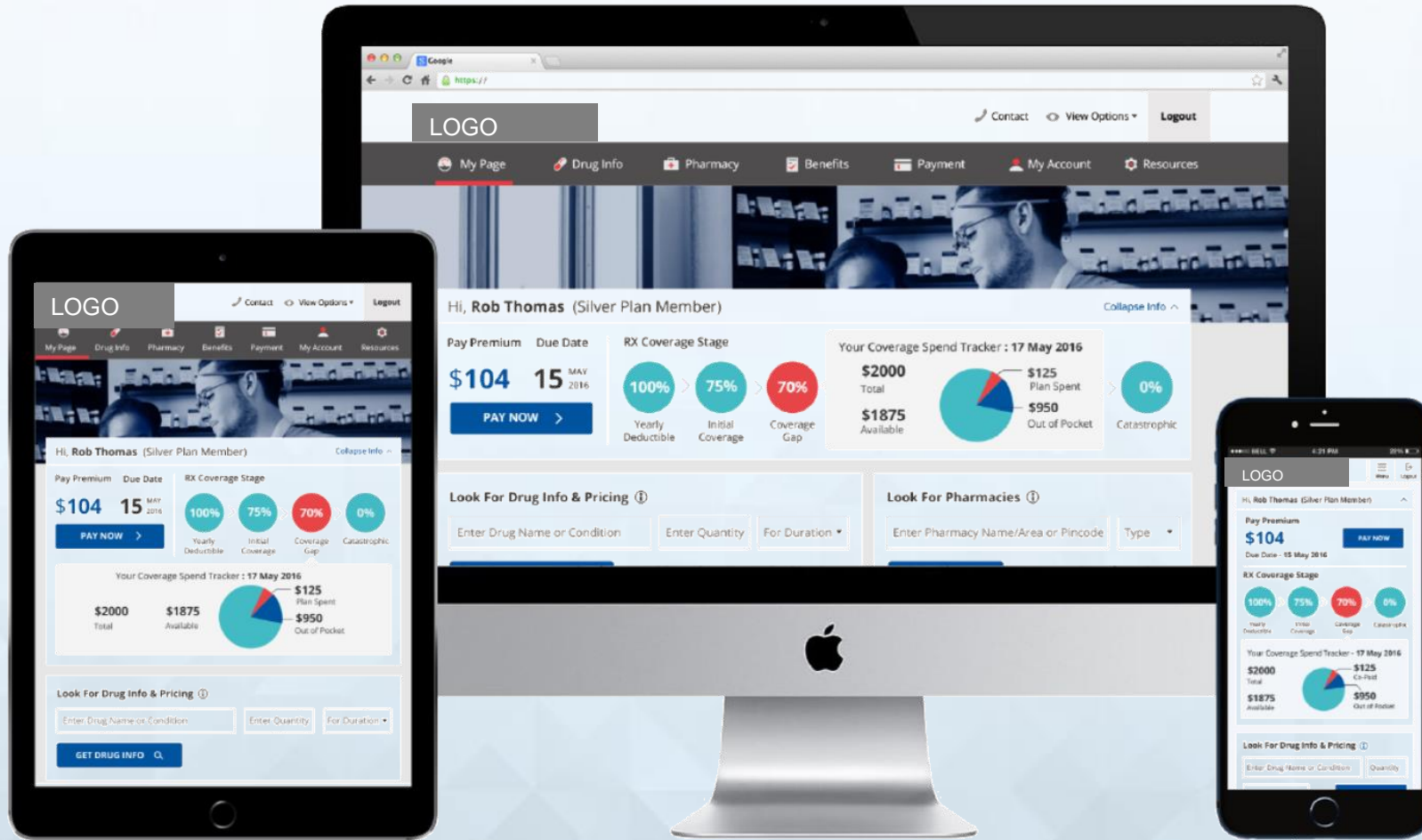


Locate a
pharmacy



Change
Member Details

Creation of Responsive Visual Designs and Assets





HEXWARE

Innovative Services

Passionate Employees

Delighted Customers

Thank you