HEXAWARE

Case Study on Digital Transformation

Vijay Iyer

The Client

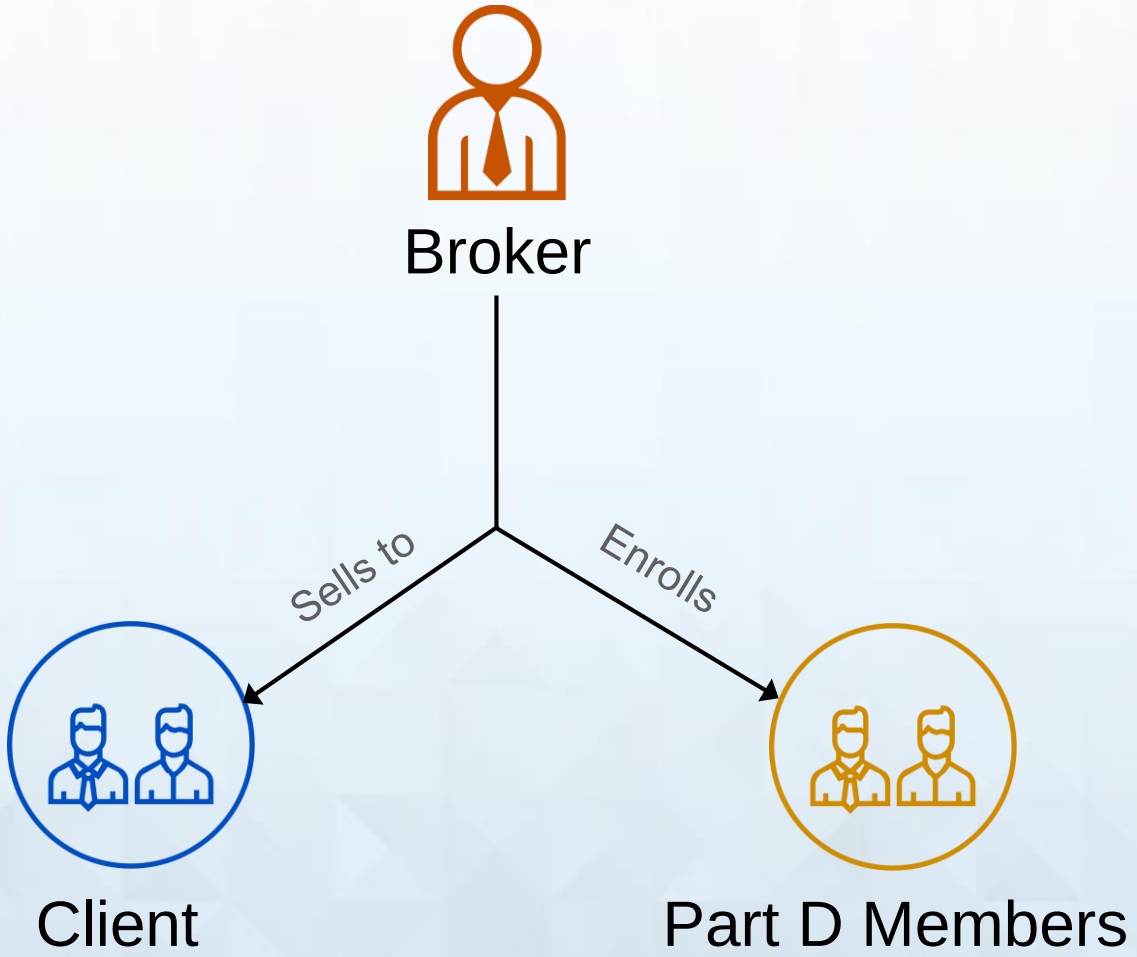
Envisionrx is a health care and pharmacy benefit management (PBM) company, part of $30B pharmacy retail group

- 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

 | © Hexaware Technologies. All rights reserved.

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

 | © Hexaware Technologies. All rights reserved.

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

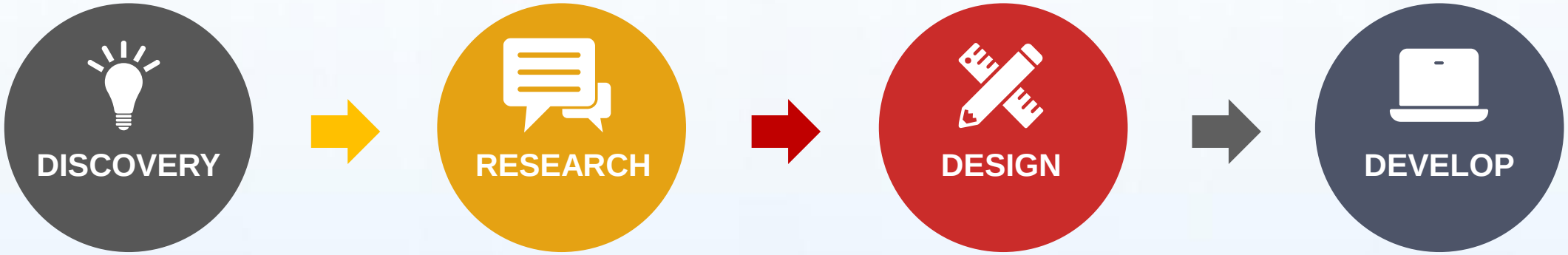
6 x — Site visits increased from 10000 to 60000 in just 2 months of launch

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

www.hexaware.com | © Hexaware Technologies. All rights reserved.

What we did



- Stakeholder Meetings
- Technical Overview
- Requirement Briefing

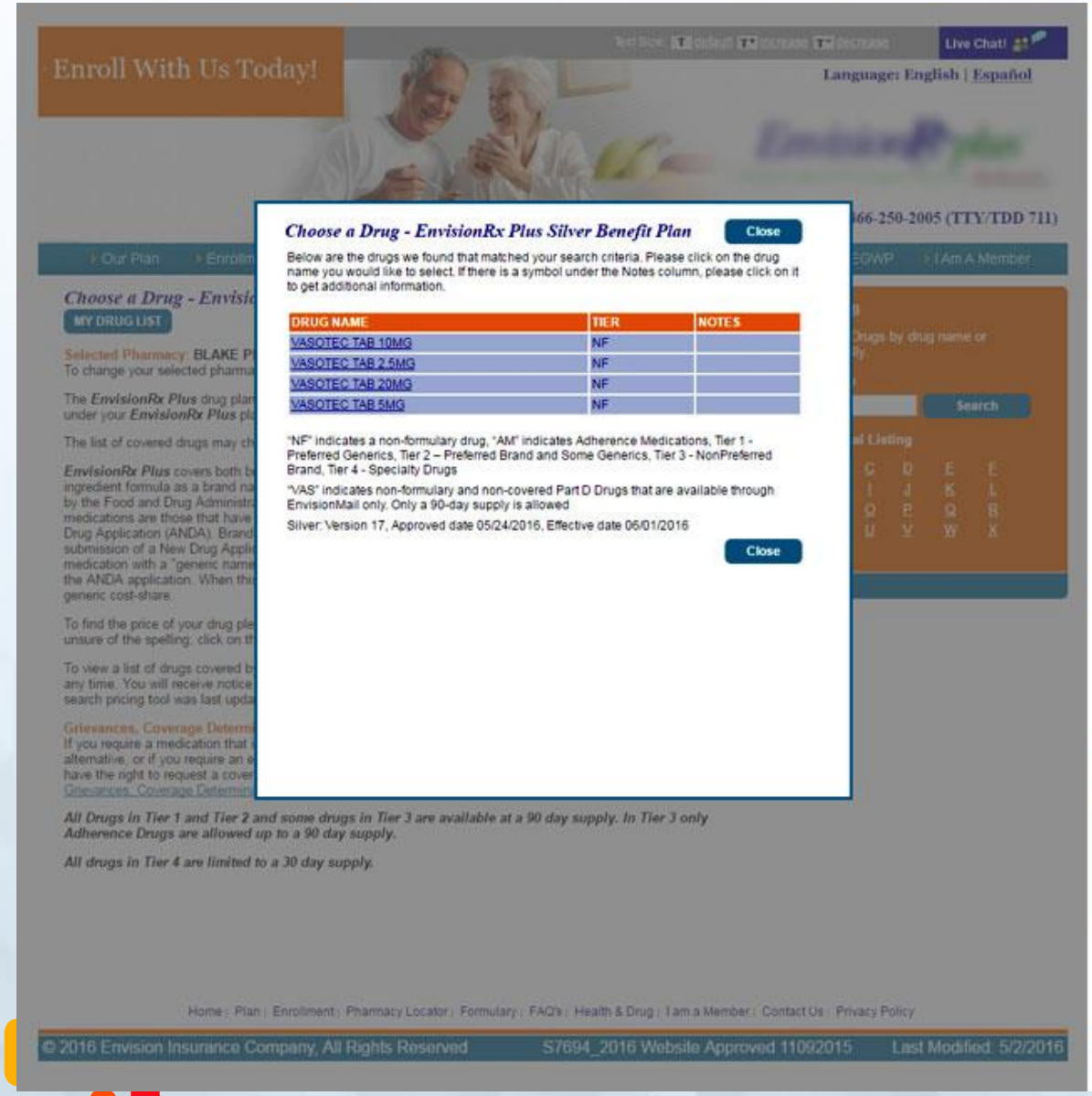
- Heuristic Evaluation
- Screening of Users
- Users and Focus Group Interviews
- Card Sorting Exercise
- Priority Mapping

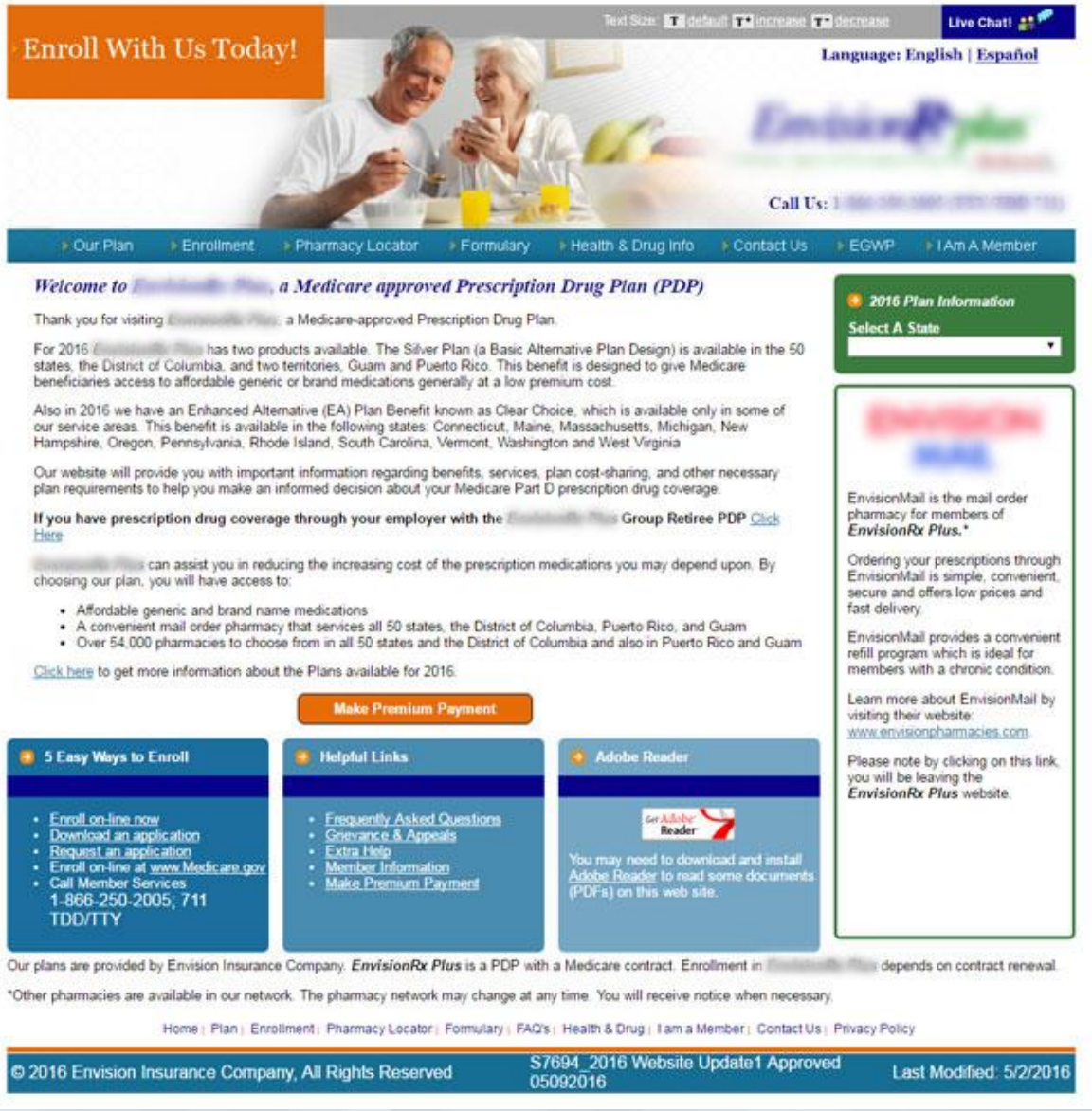
- Personas
- Information Architecture
- Customer Journey Mapping
- Wireframes
- Style and Visual Guides
- Visual Designs

- HTML 5
- Javascript, Jquery
- Pattern Libraries

 | © Hexaware Technologies. All rights reserved.

Heuristic Evaluation of their Current System





Users and Focus Group Interviews

 | © Hexaware Technologies. All rights reserved.

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

 | © Hexaware Technologies. All rights reserved.

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

 | © Hexaware Technologies. All rights reserved.

Creation of Responsive Visual Designs and Assets

 | © Hexaware Technologies. All rights reserved.

HEXAWARE

Innovative Services

Passionate Employees

Delighted Customers

Thank you