

Enabling seamless communication for a **Danish biotechnology** major

Supercharging patient experience for a Life Science and
Healthcare company



Our client is a leading international Danish biotechnology company specializing in the creation and development of differentiated antibody therapeutics to fight against cancer and other serious diseases.



The Objective:

As a leading biotechnology company, the client wanted to provide better patient services to their clients and ensure seamless communication and call support.

The Challenge:

The client was facing multiple challenges including the lack of easy on-call and on-field support to patients, regular email communication to users as well as territory mapping based on country and zip code. They needed one platform that could consolidate data and offer a centralized view of patient information.

The Solution:

1.

Transformation using Salesforce Health Cloud – We provided a centralized view of patient information, including clinical data, prior and planned visits, and interaction history, to clinicians, payers, pharmacies, and healthcare teams

2.

Community Cloud/Experience Cloud and Service Cloud – We enabled seamless communication through a cloud-based CRM software that allows you to connect with your customers, employees, and partners with a unified platform. Service Cloud had features such as omni channel and email-to-case.

3.

Integration with Tibco/ Informatica – Salesforce integration is the process of merging the data and functionality of Salesforce with another application to provide users with a single unified experience. It allows for the team to use an ideal mix of features pertaining to both platforms

4.

Customization (Account Search) – We enabled custom logic to search patients, physicians, staff etc., from Master Data Management (MDM) systems, sending emails to patients as well as creating salesforce users dynamically

The Impact:



Consolidated a **Healthcare Professionals (HCP) portal** for external users to use patient services application

Reduced client cost by **30 %** by leveraging the out-of-box features of Health Cloud

Five9 apps configured to provide **call support to patients**