HCLTech | Supercharging Progress™

Accelerating innovation and improving patient care for a **pharmaceutical company**

HCLTech enables patient-centric approach through an integrated platform

The client is a leading multinational pharmaceutical company. With the changing market and customer needs, the client wanted to adopt a patient-centric approach through the implementation of an integrated platform. The objective was clear - to provide healthcare professionals with the right information throughout the patient lifecycle. The client approached HCLTech with this objective in mind, considering our diverse digital transformation portfolio. After careful consideration, we realised that the solution would involve creating an open-access integrated environment, maximizing existing investments. Post implementation of our solution, the pharmaceutical company successfully enhanced its patient-centricity and improved the overall user experience.

The Challenge:

Moving beyond the existing legacy platforms

The pharmaceutical company recognized the need to shift towards a patient-centric approach to enhance patient care and improve overall healthcare outcomes. The challenge was to overcome the existing fragmented systems and processes that hindered healthcare professionals from accessing comprehensive patient information throughout the patient lifecycle. The lack of integrated platforms resulted in inefficiencies, delays, and potential gaps in patient care, highlighting the need for a solution that would enable seamless information sharing and collaboration among stakeholders.

The Objective:

Creating a holistic system for enhancing patient care

The objective of the client was to create an integrated platform that would empower healthcare professionals with easy access to comprehensive patient information. By centralizing and standardizing patient data, the company aimed to improve care coordination, increase treatment accuracy, and enable personalized healthcare delivery. The goal was to provide healthcare professionals with a holistic view of patients' medical conditions, transactions, activities, follow-ups, as well as insights into their educational details from academia.

The Solution:

Implementing next-gen solutions for improved collaboration and experience

To address the challenge and achieve the objective, HCLTech, alongside the client, implemented the following solution:

Open access integrated environment

An integrated platform was developed, providing healthcare professionals and authorized users with direct access to a centralized environment. This allowed seamless collaboration and information sharing across different stakeholders, including customer marketing teams, customer medical teams, and healthcare professionals.

Native Pega components

The company leveraged native components within the Pega platform to ensure scalability and maximize their current investments. By utilizing the platform's built-in features and functionalities, they could streamline development and enhance the efficiency of the integrated system.

API integration

Native Pega REST-based APIs were ble smooth integration downstream ns and programs. This rieval of patients' ns and insights into ssionals' educational a comprehensive view of on.

Operational insights

The implementation included leveraging Google Analytics to gain operational insights. By analyzing data on website traffic, user behaviour, and other metrics, the company could gain valuable insights to further optimize the patient-centric approach and improve overall performance.
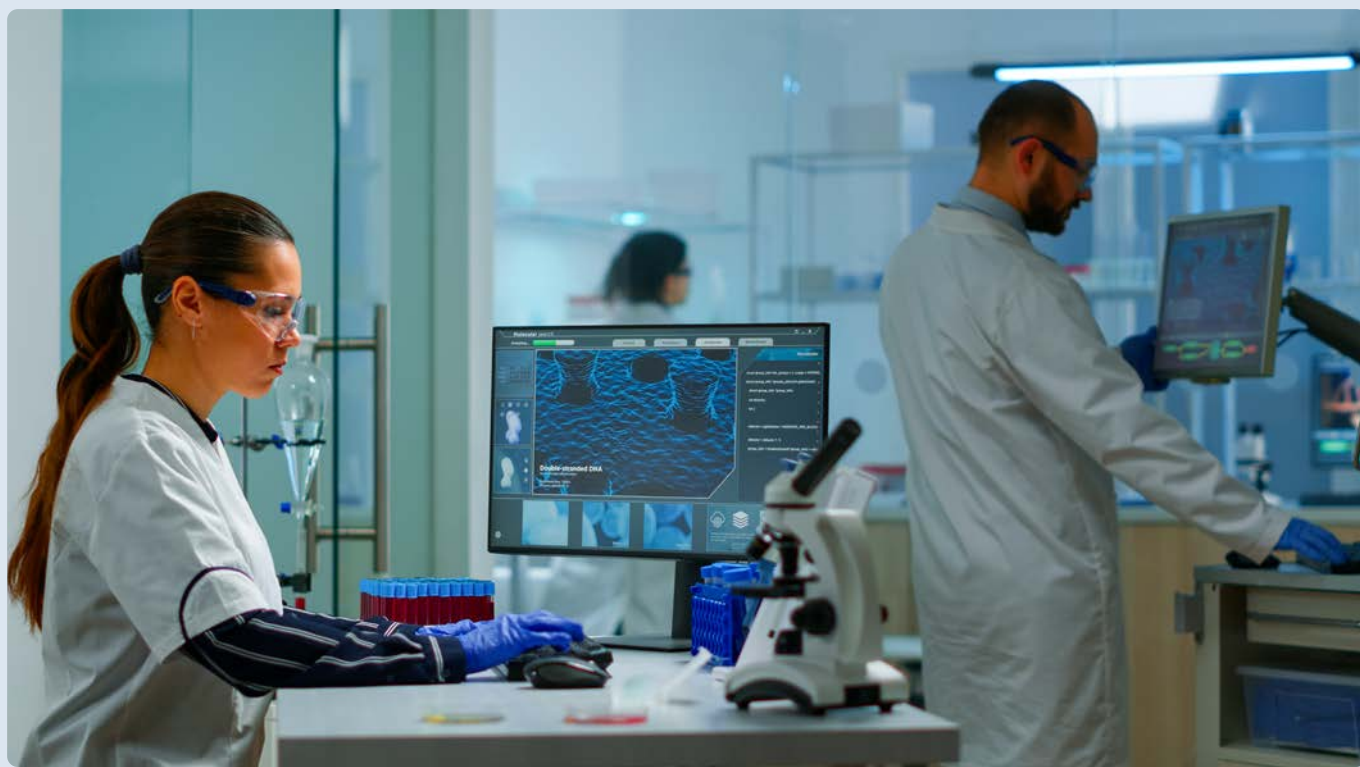
The Impact:
Improved insight for project sponsors, robust user experience, and multi-device support

The implementation of the integrated platform had a significant impact on the pharmaceutical company:

Improved insight for project sponsors

The availability of comprehensive operational insights, such as traffic types, locations, returning and new visitors, and average time spent on the site, provided project sponsors with valuable information to make data-driven decisions and optimize strategies.

Robust user experience

The solution included a robust user registration, login, and password reset functionality, implemented through Janrain, a leading cloud-based customer identity access management (CIAM) application. This ensured a secure and seamless user experience, promoting user engagement and satisfaction.

Secured profile-based APIs

The implementation of secured profile-based APIs with optimal design allowed for future monetization prospects and maximized API reuse. This facilitated efficient data sharing while maintaining data privacy and security.

Multi-device support

The integrated platform supported multiple devices and resolutions, providing a consistent user experience across different devices. The placard design and customization of the Pega platform's user interface enhanced usability and accessibility.

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