HCL

Patient engagement and experience services

Today, a patient faces a number of challenges under the healthcare ecosystem. These revolve around cost, access, service, and technology. Such challenges naturally lead to unwilling therapy adoption, less adherence, and a poor experience overall. Since the patient has very specific expectations and aspirations, a clear understanding of their need is required to provide marketers with insights to address their specific healthcare needs.

The modern patient expects the healing process to be seamless and simplified. This can be achieved through technology-led interventions that can drive personalized, omnichannel customer journeys while ensuring the sanctity and safety of healthcare data.

A number of new technology solutions such as IoT, wearables and virtual chatbots are making the healthcare ecosystem better and more accessible. However merely integrating technologies into the healthcare value chain is not enough to drive patient experience. The need of the hour is a fully integrated, digital-led approach capable of driving continuous, informed, and humanistic well-being solutions.

Some of the challenges faced by the patient along the healthcare value chain include:

COST :
- Therapy burden and cost considerations
- Challenges of complex insurance rules and reimbursements
- Lack of knowledge of insurance coverage

PROCESS :
- Complex therapy logistics and fulfillment
- Understanding of treatment outcomes and value
- Access to HCOs and HCPs
- Delays in timely information and support from different stakeholders

A patient in the current healthcare ecosystem encounters several challenges. Some of the challenges faced by patient along the healthcare value chain include:

SERVICE :
- Complex patient journey spanning onboarding to fulfilment
- Availability and access to screening and detection
- Slow and complex diagnosis process
- Multiple touchpoints for patients across the value chain

TECHNOLOGY :
- Finding credible disease/treatment information
- Lack of access to self-service digital tool/solutions
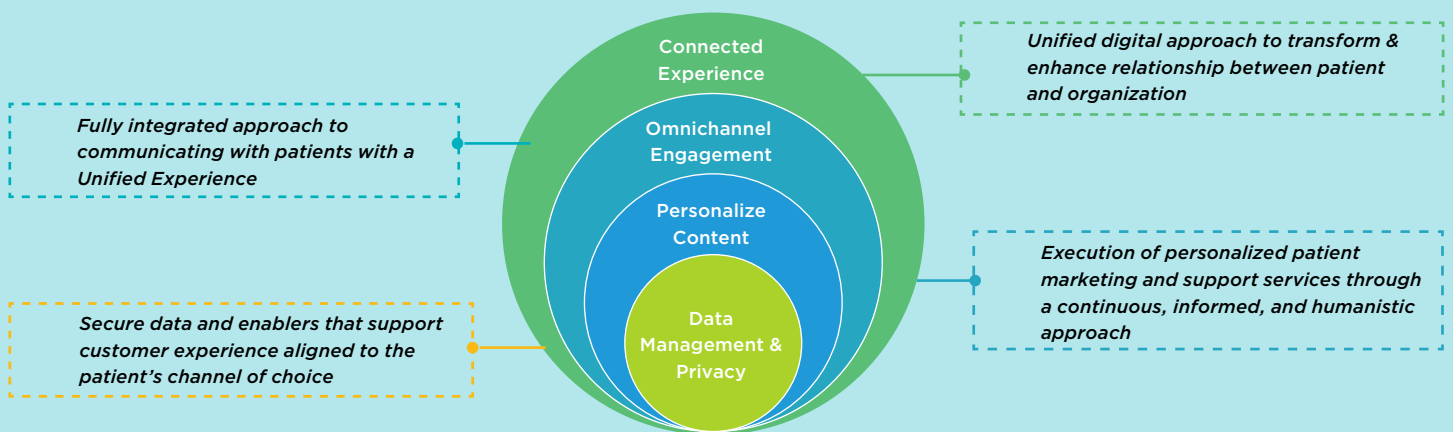- Fragmented digital channels with disjointed experience and outcomes

APPROACH

HCL has created a patient experience framework that allows the life sciences companies to accommodate new and extended patient journeys across a number of touch points. Using this framework marketers will be able to position capabilities to enable treatment launch effectiveness, meet requisite regulatory compliance needs, and increase customer loyalty through a humanistic approach to service delivery.

HCL's suite of patient engagement solutions address four core patient engagement areas

Fully integrated approach to communicating with patients with a Unified Experience

Secure data and enablers that support customer experience aligned to the patient's channel of choice

Connected Experience

Omnichannel Engagement

Personalize Content

Data Management & Privacy

Unified digital approach to transform & enhance relationship between patient and organization

Execution of personalized patient marketing and support services through a continuous, informed, and humanistic approach

Covering all the key stages of the patient engagement journey

Patient Engagement Journey

| Symptoms | HCP Visit | Diagnosis | Treatment | Monitoring & Adherence | Treatment Change | End of Active Treatment |

HCL Patient Engagement Solution suite includes

Strategy & Setup Services

- Patient engagement business Strategy & Roll out Planning
- Patient services Business process harmonization & re-engineering

- REMS, CCPA, security & compliance assessment
- Product evaluation
- Data management & integration roadmap consulting
- Business intelligence & reporting strategy

HCP & Patient Portal

- Patient journey mapping & analysis
- User experience research
- User design strategy
- Consent management
- Customer data management & assessment
- Master data management
- Agile service delivery

Mobility

- Patient education & engagement
- Digital lifestyle coaching
- Personal assistance
- Activity & psychology tracking
- Integration with third party services/devices
- Telemedicine and virtual care
- Insights & analytics

Next-Gen Patient Contact Center

Compassionate agents
- Multi-lingual support across geographies
- 24x7 availability
- Specialized training support HCP's and Nurses on staff

Patient specific services:
- Patient coaching, disease management and counseling
- Adherence to treatment plan
- Medical information
- Product specification and usage details
- Case intake and reporting
- Omni-channel support: Web, chat, On-call, etc.

OUTCOMES/BENEFITS

For the end-patient - HCL's patient engagement and experience suite of services translates into a variety of benefits which include:

For enterprises, HCL's digital patient engagement and experience suite of services translate into better patient engagement platform, program delivery, and user experience management needs

Patient engagement and end to end platform roll-out on Service Cloud, including Patient onboard to patient drug dispensing, patient adherence and support programs

Center of excellence established for patient service functionalities and innovation, data management and business intelligence

Go-to-Market strategy development for new product launches through roadmap development and primary/secondary research

DW/BI applications and technology capabilities which can support multiple business units and global locations

Care journey management capabilities for Patients and HCPs to set goals, track adherence, support patient monitoring etc

Leading enterprise CRM capabilities – from advisory to managed services backed by Implementation, training, support accelerators

CASE STUDY 1

We worked with an American multinational biotechnology company to design and implement a patient portal solution, leveraging the patient experience and engagement suite of solutions.

The portal addresses three key client needs:

Education –
To increase customer knowledge and understanding of disease and treatment

Advocacy –
Make adoption and maintaining prescribed therapy easier

Innovation –
To build customer loyalty through portal engagement services

The benefits of the engagement include:

Enhanced customer centricity and better patient treatment outcomes

Reduced patient therapy onboard time

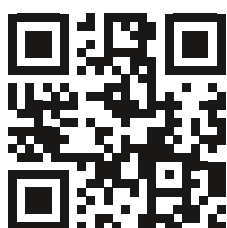Increased customer adoption of solution through value-add enhancements and training

Improved IT and business delivery model with centralized BA team to enable single point of solution ownership with reduced user stories turn-around time for application development

HCL

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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

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