

HEXAWARE

Patient Support Program Transformation: Modernizing Patient Journeys with Hexaware's Salesforce Health Cloud Solution

Driving Efficiency & Patient-Centric Care

Case study



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

A Global Biopharma Leader

For pharmaceutical companies, a patient support program is more than just a service—it’s a lifeline. It’s crucial for building trust and ensuring patients get the care they need, and when they need it. When a global biopharmaceutical company wanted to enhance its patient services, they realized that their existing patient support system, reliant on outdated processes, wasn’t keeping pace with industry standards or patient expectations.

They wanted a robust, scalable, and compliant support platform that could serve multiple products while protecting patient privacy and meeting stringent GxP and HIPAA requirements.



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Navigating Complexity to Meet Rising Standards

The challenges the client encountered were layered. Their existing system, while functional, relied heavily on manual processes that created significant bottlenecks.

Tracking patient interactions and managing their unique journeys was a difficult task as program managers struggled to generate insights from fragmented data.

Without easy-to-use dashboards or clear performance metrics, the risk was significant: patients might not get the timely, tailored support they deserved, leading to potential adherence or compliance challenges.

The need was to identify gaps and optimize its support strategies. This global biopharma leader partnered with Hexaware to not only build a solution but also leverage our deep domain expertise in patient support programs, enabled through a comprehensive digital transformation offering.



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A Clear Path to Patient Journey Optimization

Leveraging deep experience in designing and implementing patient support programs, Hexaware team worked side-by-side with stakeholders to map the current state, identify gaps, and co-create the vision of a future-ready platform.

Through extensive interviews and immersive workshops, Hexaware captured user needs and defined phased priorities that aligned with the client’s objectives. We drafted functional requirements that covered every aspect of the patient journey: intake, consent, financial assistance, patient engagement, ambassador programs, data security, privacy, reporting, and more.

From there, we developed detailed process maps and patient journeys to simplify and automate workflows, ensuring the new system wouldn’t just replicate the old but leapfrog it. Our team guided the development and configuration of the Salesforce Health Cloud platform, validating every feature through rigorous testing to guarantee compliance and performance.

Hexaware provided a structured, transparent roadmap that made adoption smooth for both the client’s teams and, most importantly, the patients they serve.



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Real Results, Unlocked Potential

The result was powerful: a new patient support system that truly empowers both the client and its patients. Hexaware helped them meet their aggressive timeline for readiness, ensuring uninterrupted patient services. The new Salesforce Health Cloud solution provides a two-fold improvement in visibility, giving them easy-to-use reports and dashboards that make it simple to track program performance and plan for future scalability.

This business transformation delivered clear, measurable benefits:

20%
Increased efficiency through automation

33%
Improved resource utilization

The client now has a modern, flexible, and fully compliant system that gives them the visibility and control they need to provide exceptional patient care today, and well into the future.



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Empowering Patient Support for the Future

Hexaware partnered with a global biopharmaceutical company to modernize their patient support program, replacing manual processes with an automated, Salesforce Health Cloud-based system. This digital transformation in biopharma enhanced patient journeys, delivered a 20% increase in efficiency, and improved resource utilization by 33%. The new platform provides the visibility and scalability needed to meet evolving patient and industry standards for years to come.



Want to transform your patient support programs with digital innovation?

Reach out to marketing@hexaware.com and explore how Hexaware can help you deliver seamless, scalable, and patient-first care.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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