



HEXAWARE

Patient Support Program Enabling White-glove Support to Patients and Caregivers

How a Global Pharmaceutical Leader Transformed
Patient Services

Case study

Client

| Client

- Challenge
- Solution
- Benefits
- Summary

A Global Pharmaceutical Innovator

Our client, a leading US-based pharmaceutical company, has built its reputation on innovation that transforms lives. With a portfolio spanning core pharmaceuticals, diagnostics, and medical devices, they’ve consistently pushed the boundaries of patient care. Their diagnostic products reflect a commitment to speed, accuracy, and real-time decision-making—qualities that also needed to shine through in how they supported patients and caregivers.



Challenge

Client

| **Challenge**

Solution

Benefits

Summary

Fragmented Support, Lost Insights & Opportunities

The company faced a familiar challenge: fragmentation. Patient support programs existed, but each of the PSP programs was either tied to a brand, therapeutic area, or regional office, and none were consolidated into a single, unified system. The result was a patchwork of disconnected systems and inconsistent experiences. Patients and caregivers often found it hard to navigate, while brand teams struggled to align efforts across silos. Without a central consolidated platform, valuable patient data sat isolated; operational costs grew, and the much-needed white-glove level of support was often inconsistent. The vision was clear: patients needed a seamless, supportive journey, but achieving it at scale required a bold shift.



Solution

Client

Challenge

| **Solution**

Benefits

Summary

A Unified Global Patient Services Platform

Hexaware stepped in as a strategic partner to turn that vision into reality. Together, we designed and implemented a multi-product global patient services platform that brought all programs under one roof. This wasn't just about healthcare technology; it was about building a patient-first ecosystem.

Integration with the standalone Nurse Ambassador Program and other systems, added a human touch, creating a blend of digital efficiency and empathetic, one-on-one support. With a centralized platform, patients and caregivers finally experienced what they had long wanted—a single, consistent, and deeply personalized support system that felt seamless from start to finish. Brand teams could finally see the complete picture—they now had real-time visibility into patient journeys across therapies and geographies, enabling them to derive meaningful insights and key metrics.



Benefits

Client

Challenge

Solution

| **Benefits**

Summary

Engagement and Efficiency Unlocked

The transformation wasn't just about technology; it was about impact. Almost immediately, the client began to see the results. Patient engagement surged by 25%, a clear sign that the new platform was making support more accessible, more personal, and far more effective. Brand teams, who had long struggled with fragmented processes, reported a 15% improvement in enrollment efficiency, giving them back valuable time to focus on what matters most, delivering care and building relationships.

Patients and caregivers noticed the difference, too. The consistent, white-glove experience across therapies and regions meant fewer frustrations, smoother interactions, and a stronger sense of trust in the support they were receiving. For the client, it also meant new operational efficiencies: better use of patient data, reduced duplication of effort, and a unified way of working that improved customer experience at every step.



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Redefining Patient Support at Scale

This success story shows how Hexaware empowered a global pharmaceutical leader to reimagine patient engagement at scale. By consolidating fragmented programs and systems into a single global platform and enriching it with the IQVIA Nurse Ambassador Program, the client achieved both measurable gains and meaningful human impact.

With a 25% increase in engagement and a 15% improvement in enrollment efficiency, the platform became more than just a system: it became a bridge between patients, caregivers, and healthcare professionals. Most importantly, it turned a patchwork of disconnected efforts into a seamless, supportive journey that put patients and caregivers right where they belong: at the center.



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.

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