

Patient 360 insights platform for personalized care

Key Challenges



- Teams struggled with data silos, lack of synchronization & inconsistency due to disparate data sources hindering goal of delivering seamless patient experience
- Due to lack of confidence on Data, the client was unable to leverage data to make critical business decisions
- No single view interactive dashboard to track patient information and thereby provide personalized recommendations

Business Solution



- > Integration of multiple data streams, including payor data, speciality pharmacy, HCP/MPN data, patient data, and enrollment information
- > Unified platform connecting PA & BV, financial assistance, care coordination, and clinical services into a cohesive ecosystem
- > Advanced drill-down capabilities with interactive dashboards providing leadership views of patient journey metrics

Business Impact



30% - 40%

reduction in data retrieval time through unified platform integration

120%

user growth with enhanced data visibility for Case/Field users via 360° patient dashboards



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