

# Patient Services



## Global Pharma Patient Services Team Manages 20,000+ Patients with Insights from WhizAI

**This patient services team now has visibility into the entire patient journey, identify risks, and increase productivity by a factor of five**

### Overview:

Our client, a top global pharmaceutical company, has patient services serving 20,000+ patients for 50 products across 10 therapeutic areas. Since the volume of patients is high, our client built an extensive portal with the goal of a seamless experience of patient engagement. Yet, 25% of patients discontinued within 90 days, and 20% of patients never started therapy.

### Challenges:

The company determined that the complexity of their solutions and their team's dependence on disparate data sources made it challenging for visibility into a complete patient landscape. The company wanted to better understand the patient journey and aimed to reduce the time to benefit investigation, research prior authorizations and fast-track patient access to the drug. All this requires quick answers to questions, such as, Which stage of the journey is taking the longest? Why is it causing delays? and How to eliminate that roadblock?

### Solution:

The company rolled out WhizAI for the whole patient services team in only 6 weeks, and

every user adopted our solution from day one. We streamlined and integrated access to all patient data making it easy for the organization to critically review every step in the patient journey from benefit investigation, prior authorization to enrolments and shipments. They are also able to easily identify the patients with the high risk of discontinuation and reach them with tailored interventions to improve patient adherence and persistence.

### Benefits and Business Impact:

**Enabled 95% patient adherence** with rapid and easily accessible actionable insights

**Identified of 3,000 new patients**, as WhizAI delivered ready-to-consume patient behavioural analytics

**50% reduction in TCO** with reduced dependence on expensive programming resources and operational spends

**Identified 500+ patients with high non-adherence risk** through automatically surfaced insights and anomalies

**60 % reduction in dependency on IT** as our visualization AI creates charts, graphs, and dashboards on-demand

**5X improved productivity** for patient services as zero time is spent on accessing information and software training