

Integrated platform for patient-centric services improves access and adherence to medication



Opportunity

Patient Support Program (PSP) for a global pharma major was a “beyond the pill” initiative that helps patients by allaying their concerns and providing hope.

Improving access and adherence to treatment and medication would lead to better patient outcomes – making this a standout example of digital innovation that leverages a provider’s platform and expertise.



Imagining IT Differently

The solution from Tech Mahindra, based on Connectsense™, a platform for next-generation patient support programs focused on the major brands in cancer-care with various patient-centric services such as:

- Clinical support
- Drug distribution
- Coordination for drug administration
- Educational brochures, and refill reminders
- Adverse event management, and
- Financial assistance.

Inventory management and cold chain monitoring were other highlights of the solution.



Future Made Possible

Treatment adherence is the major outcome from this solution.

Due to the holistic patient engagement, 90% medication compliance was achieved across the enrolled patients leading to positive treatment outcomes, and better quality of life for the patients.



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