

Solution

# PATIENT SUPPORT PROGRAM

A holistic  
patient-centric  
offering



What is the  
**PROBLEM /  
OPPORTUNITY**

- Medication non-adherence
- Pharmaceutical companies lose huge revenue annually due to medication non-adherence
- One of the key challenges for pharma companies is to create an ecosystem where patients are continuously motivated and optimistic about their condition, and are proactive in adhering to the recommended therapies



The  
**SOLUTION**

- Provide client with Automated Contact Center infrastructure with call tracking, call recording facilities, mobile app and chat bot for enhanced patient experience
- Provide CRM tool for updating Patient records
- Tele advisors and Field advisors provide Patient support services
- Provide Data Privacy & Security
- Maintain & update all Documentation



Business  
**CHALLENGES**

- Complex drug regimens are difficult to follow
- As per the studies across the globe, adherence among patients suffering from chronic diseases averages only 50% as per WHO
- Lower disease awareness

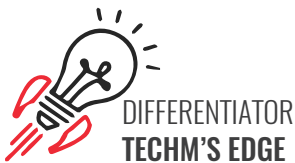


How do we  
**ADDRESS THIS PROBLEM**

By offering holistic disease management through patient centric service offerings like disease education, medication reminders, personalized health coach, patient counselling, reimbursement support, telemedicine through the use of new age digital technologies like AI, RPA etc.,



- Cost Savings for the patient
- Improved Medication regime for the patient
- Reduced medical emergencies and hospital re-admissions



- Qualified, trained and experienced field professionals & Tele-advisors
- ISO Certified Processes & Quality measures
- World class training and continuous development facilities
- Rapid scalability model with flexibility to move into multilingual and multigeography base



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We are a team of 6000+ associates and 200+ domain experts. Our success is driven by our commitment to deliver domain led services with focus on compliance requirements and trusted relationship with clients across the healthcare ecosystem. Our clientele includes 3 of the top 5 Global Pharmaceuticals, 2 leading Biotech companies, 3 leading Medical Devices companies and 2 of the Top 10 US Health Insurers and more than 100 health systems of different size.

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Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 5.2 billion company with 123,400+ professionals across 90 countries, helping 981 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra has been recognised amongst India's 50 best companies to work for in 2020 by the Great Place to Work® Institute.

We are part of the USD 21 billion Mahindra Group that employs more than 240,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.



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