



# PORTAL STRATEGY AND TECHNOLOGY ARCHITECTURE ENHANCEMENT FOR A PHARMACY BENEFIT MANAGER (PBM)

## Abstract

### The Client

The client is a full-service Pharmacy Benefit manager (PBM) with a nationwide retail network with more than 50,000 pharmacies. It covers comprehensive pharmacy and healthcare services covering Pharmacy Benefit Management, Mail Service Pharmacy, Specialty Pharmacy and Home Care Services.

## Business Need

The healthcare industry is facing immense pressure to reduce costs while improving the overall quality of care. To help address the business and technical challenges, healthcare industries are turning to Information Technology. The client wanted Infosys' assistance in

creating a cost-effective portal strategy for increased web adoption, improving rate of drug switching of consumers (brand to generic and retail to mail), and enhancing customer experience along with providing competitive advantage in the industry. Increased customer demand,

excessive call centre utilization, outdated and expensive portal technology, multiple bulky underlying legacy systems with unstable middleware were various other reasons which prompted the client to look for enhancement of its portal strategy and technology architecture.

## Infosys' Role

The client partnered with Infosys for devising an overall robust portal strategy and a matching architecture to support the customer's demands and needs. The Infosys team established a rationalized and integrated overall vision for the portal and the developmental needs of the client. The team actively worked with technical and operational owners to integrate the needs and vision into a coherent technical architecture. All along the program, identification of error points and subsequent breakdowns were done. The team also coordinated and integrated

the various cross-channel views. The portal was developed keeping in view the future functionality recommendations and usability assessment along with a three year business and technology implementation plan. As a result, a robust and cost-effective portal strategy with the best-of-breed architecture was developed.

During the portal development, Infosys team collaboratively defined the future state portal strategy and solution options with the most senior level client executives. Rigorous usability reviews and

recommendation of usability improvement initiatives were performed. The team performed thorough competitive analysis study and recommended portal initiatives enabling business differentiation. Healthcare trend analysis and initiatives aligning with future market trends were also recommended. Based on service oriented architecture principles, the future state technology architecture was defined. Finally, a portal governance model was defined for managing and monitoring of future portal initiatives.

## Business Value

The following were the benefits of this program:

- A Robust portal strategy that aligned with customer needs and future healthcare trends was developed.
- Better customer satisfaction
- The solution provided flexible, scalable and cost-effective technology architecture allowing the use of modern technology frameworks and principles.
- Business differentiation initiatives over a three year roadmap were provided.

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