

SUMMARY

Daugherty provides a Mobile Proof of Concept for a large Pharmaceutical Benefits Management organization. When implemented, the mobile solution will reduce costs, generate additional revenue, and increase margins on consumer transactions.

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Proof of Concept Determines Viability of Mobile Solutions for PBM

BUSINESS CHALLENGE

Our PBM client wants to establish significant competitive advantage via a new mobile applications platform. To reach this goal, a proof of concept (POC) engagement focused on delivering services via a mobile solution(s) to a specific group of its members was launched. The POC was an important step in determining the viability of a larger-scale effort aimed at helping to meet the following goals and objectives:

- Increase member engagement and satisfaction
- Get closer to, and increase the loyalty of, members through technology solutions
- Increase conversion to generics
- Increase home delivery volume and effectiveness
- Deliver a high-quality proof of concept in the shortest timeframe possible
- Investigate ways to reduce cost through efficient channel usage

SOLUTION

The first phased of this project was a high-level mobile strategy session where Daugherty helped technology leaders identify and prioritize multiple business capabilities. Critical to the decision to develop the POC was Daugherty's recommended phased approach, which would involve monitoring and measuring results of each platform when deployed and then provide rapid enhancements to each platform based on member feedback. The POC solution is an addition to the existing Member Portal. The solution delivers SMS text-based order status, office locator, reminders and selected business transactions, plus additional secure business

"Wow, this is very impressive!"

~ CEO

transactions via a custom smartphone application including:

- Temporary ID card numbers / view
- Drug research and alternatives request and response
- Drug plan coverage
- Drug pricing based on tiers, retail and home delivery
- Prescription history
- Request Doctor Visit Packet
- Physician Denial Notification

The Mobile solution will be tested by an initial group of PBM members. Based on feedback, the solution will be refined and the pilot will expanded to full production.

RESULTS

When fully implemented, the consumer mobile platform will reduce costs, generate additional revenue and increase margins for consumer transactions. Daugherty continues to work with the PBM to expand cell phone text and downloadable applications externally to their millions of insured members. The PBM anticipates this to be a game-changer in their industry.