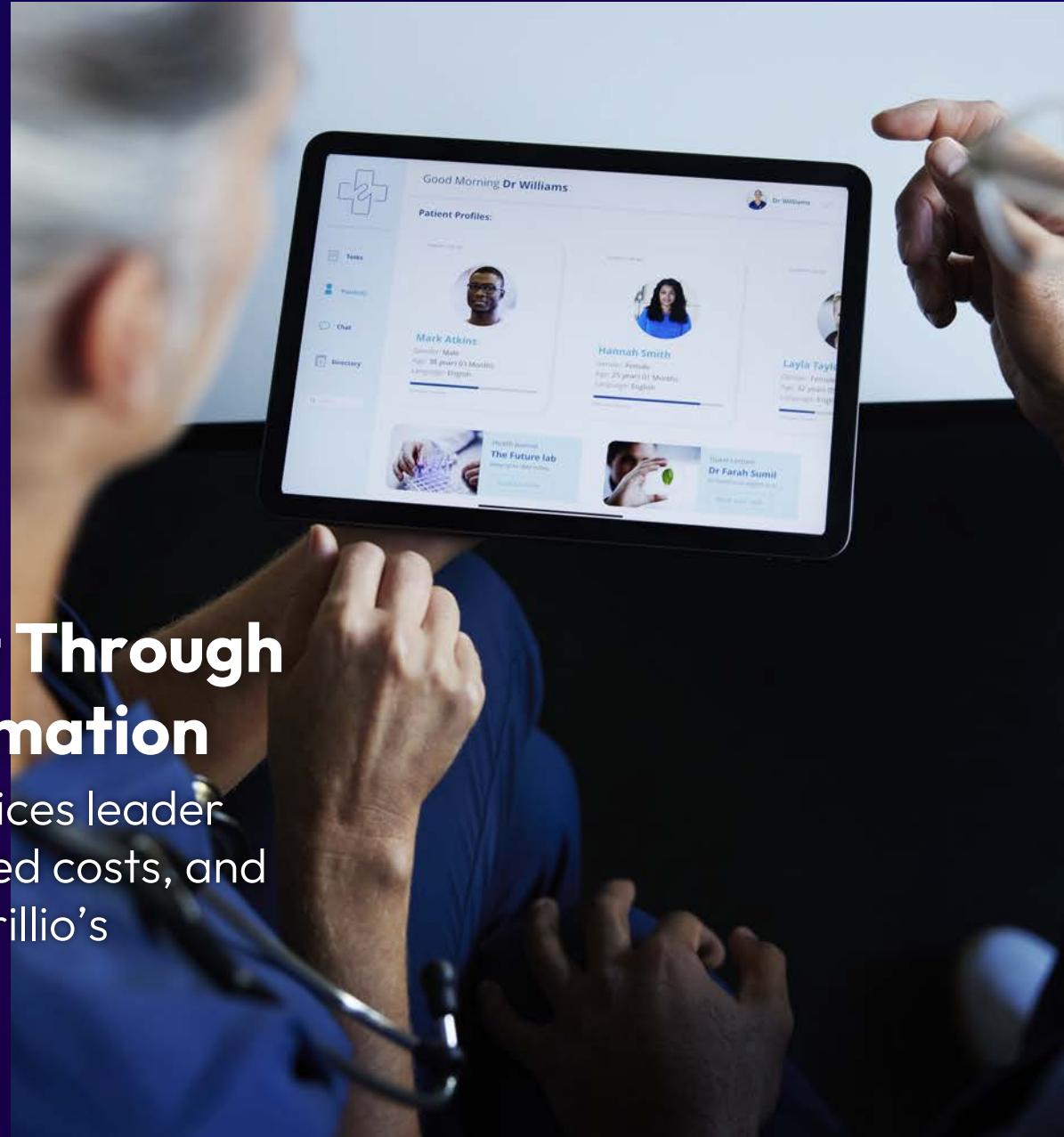




Scaling Patient Support Through Standardized Transformation

A technology-enabled patient services leader streamlined therapy access, reduced costs, and expanded patient reach through Brillio's platform-led delivery model.



About the client

Recognized as a leading technology-enabled patient services partner, the client is serving over 80 pharmaceutical and biotechnology manufacturers. Its mission has been centered on accelerating patient initiation and driving adherence to specialty therapies through a blend of high-touch engagement and advanced digital solutions.



Challenges Emerging from a Complex Healthcare Landscape

The client was operating in a healthcare environment where speed, scale, and personalization had become essential for therapy initiation and adherence. Proprietary platforms were designed to cover the end-to-end patient journey, yet significant challenges were encountered in scaling operations. Heavy customization, non-standardized implementation approaches, and the absence of a truly configurable platform began to limit scalability and increase costs.

Teams were further constrained by role ambiguity and low transparency, which negatively impacted delivery consistency and slowed time-to-value. The need for improved productivity, enhanced platform resiliency, and accelerated rollout of patient support programs became increasingly urgent. As a

result, the search for a partner capable of introducing repeatable, standardized implementation models was undertaken.

Brillio was chosen for its track record in healthcare product engineering, cost-effective execution, and ability to deliver at speed and scale. Structured transition models with zero disruption, domain-aligned engineering teams, and outcome-based engagement frameworks were applied to enable high concurrency and reduce time-to-market.

Brillio's reuse-led delivery frameworks and standardized playbooks addressed over-specialization and lowered cost per implementation.

Fragmentation, customization, and rising costs created barriers to scalability and speed.

Transformation Enabled Through a Managed Services Model

To start the endeavor, a six-week assessment was undertaken to evaluate the current state and shape a comprehensive transformation roadmap.

Delivery was executed within a managed services model, with the transformation anchored in three areas: implementation, support, and delivery.

Implementation was standardized and automated across custom rollouts, with an increased volume of standardized components introduced. Best practices were systematically retained and applied across successive implementations, ensuring productivity gains and consistency.

Ongoing availability of program components was provided through support and sustenance engineering, faster incident and service request resolution, repeatable ticket handling automation, and support for defect fixing, enhancements, and

change requests, which enabled resiliency and continuity across therapy support programs.

Delivery enablement was achieved through improvements in product configurability, packaged features, stories, and epics. DevOps-led optimization of testing, deployment, and client implementation was applied, while plug-and-play componentization was introduced to strengthen repeatability across programs. Execution was tied directly to SLA and KPI outcomes, ensuring both predictability and accountability.

A modern technology stack was leveraged, including .NET Full Stack, .NET Core, React, SQL, MERN stack, Talend, and SDET-led automation. GenAI and Brillio Centers of Excellence were integrated to accelerate and sustain the transformation.

Brillio's frameworks, accelerators, and U.S.-aligned delivery model were trusted to drive transformation.

Automation-Driven Deployment

The deployment approach was based on a consulting-led, partnership-driven model. A comprehensive assessment of implementation and support challenges was first conducted, shaping a standardized, automation-first roadmap that addressed cost-per-implementation reduction and faster time-to-market across Hub, Adherence, and Support programs.

Implementation velocity was improved through configurable products, CI/CD automation, reusable SDKs, and defect remediation accelerators. A POD-based delivery model was introduced via TPMs, ensuring SLA and KPI-driven execution

across standardized and custom implementations. L1 support and enhancements were integrated to maintain program continuity.

Capacity-based scaling was enabled through rolling forecasts, bench-ready Flex PODs, and structured support powered by proprietary tools and a transformation risk index. Critical resources were rebalanced, and domain knowledge retention was ensured, providing long-term stability and repeatability.

A six-week assessment led to a standardized roadmap for implementation, support, and delivery enablement.

Outcomes Delivered Across Cost, Scale, and Patient Impact

The transformation generated measurable and sustainable outcomes for the client. A 25% reduction in cost per implementation was achieved through standardization, automation, and optimized delivery models. Time-to-therapy was improved by 33% through faster onboarding and streamlined implementation processes.

Over two million patients were served through AI-powered onboarding and support mechanisms, demonstrating the scalability and reach of the new model. Market impact was reflected in the faster, more scalable delivery of advanced patient support programs, which resulted in improved market share and higher Net Promoter Scores.

Significant improvements in cost, efficiency, scalability, and market impact



ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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