

Enhancing pharmacy care efficiency to elevate customer satisfaction levels

Overview

Location: Bangalore, Karnataka
Country: India
Industry: Pharmacy

Customer Profile

Medybiz Pharma is a leading name in the field of prescription refill operations. The company delivers high quality pharmacy care to people who need regular medication via a network of call centers, warehouses, branch level pharmacies, and healthcare service delivery.

Business Situation

Medybiz required a comprehensive solution that could interlink all the diverse elements comprising their business network, while at the same time centralizing information and standardizing processes.

Impel Solution

Impel CRM delivered a 360° cloud based solution to bring all the diverse processes under one platform, which could be accessed and managed locally as well as centrally.

Benefits Delivered

- Increased process efficiency via cloud based and mobile access
- Streamlined processes
- Improved customer engagement
- Improved business efficiency

Medybiz Pharma is a leading Pharmacy Benefit Manager (PBM) that has established itself as a committed and organized PBM with an unrelenting focus on quality, purity of distribution channels and competitive pricing

The company processes prescriptions for groups that pay for drugs, such as insurance companies or corporations. It also delivers better pharmacy care for patients with chronic conditions who need medication on an ongoing basis.

The company delivers reliable pharmacy care that helps reduce medication costs while providing greater safety, convenience and value to patients.

The Medybiz Pharmacy Benefit Plans offer an extra level of care through Disease Management Programs for certain medical conditions such as coronary heart disease, diabetes, cancer, osteoarthritis and bronchial asthma.

Medybiz Reach:

- Healthcare services delivery in 23 locations across the country
- Pharmacy delivery in 18 locations

Challenge

Medybiz Pharma, a rapidly growing company, was faced with multiple challenges related to processes and operational efficiencies, such as:

- Service related data collated at different locations was not centrally accessible for analysis and service quality improvement
- Aggregation of financial data was difficult as individual branches could not access data locally
- The limited scope for centralized data and administrative access restricted the ability to identify local level flow in real time
- The established process of centralized call centers emailing orders to individual pharmacists left wide margins for error

As a result of these inherent problems in business processes, Medybiz was unable to establish a uniform brand identity and imagery. Relationships were being managed at a local level with very limited scope for corporate engagement leading to low awareness of the corporate brand.

Solution

PK4's solution for Medybiz Pharma comprehensively addressed each of these business challenges to create a centralized and standardized business model. The integrated solution from PK4 unified all the diverse elements within the Medybiz ecosystem - call center executives, pharmacists, warehouse managers, delivery managers and delivery executives. Being cloud based, the Medybiz solution is mobile friendly, thus ensuring anytime/anywhere usage which is critical for ensuring faster turnaround times and more efficient processes.

Impel CRM's four pronged approach included:

- Data Model
- Customer Management and Interaction
- Delivery and Operations
- Corporate Office, Functions and Reports

Impel CRM worked closely with Medybiz Pharma to *create a unique ID based system* for detailed information on doctors, pharmacies and family medical history to streamline and centralize processes related to customer and patient information.

Using Impel CRM's technology, Medybiz Pharma was able to *collate and standardize prescription details, invoicing and billing information* and make it easily accessible to call center executives, delivery executives and delivery managers.

The solution helped Medybiz Pharma *structure and interlink the billing and inventory systems* to include tax calculations at line-item level and also include state level

tax regulations. Discounts could also be calculated at line-item and transaction level.

The system leveraged Impel's existing database of all PIN codes, taluks, districts and states, to enable *fulfilment based on PIN codes*, routes, and specific branches whose locations could be mapped against the database. Inventory could be managed at the product/branch level to cover critical elements such as inventory receipt transactions for margin calculations, highlighting soon-to-expire batches, enabling single invoice line by using batch numbers to integrate inventory from multiple batches and making fulfilled invoices available to specific executives for speedy delivery.

Impel CRM *modernized and streamlined customer*

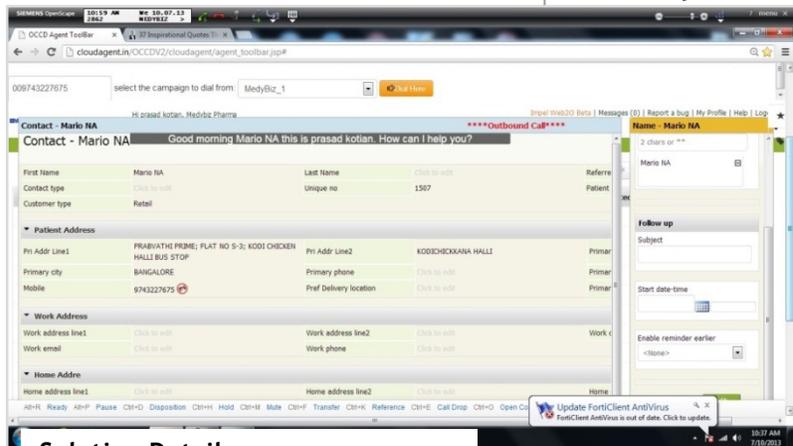
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management with cloud telephony integration that enabled agents to edit customer data online, route calls appropriately, gain easy and immediate access to customer's data, add new customers. By automating and simplifying the order placement invoicing and billing processes, Impel CRM helped Medybiz Pharma to build centralized engagement models with customers, where they interacted with agents and got automated confirmation and updates of their orders via SMS.

While centralizing most processes, Impel CRM also allowed branch level interaction with the system to ensure smooth functioning of the business model. Invoices once raised can be viewed by specific users assigned to branches, pharmacists can log in to see orders, and delivery managers have access to delivery related details. The system has even enabled delivery

executives to access invoice related information on their smart-phones, and add details such as delivery status, prescription details, name of the recipient and more.

Impel CRM has enabled Medybiz Pharma to enhance corporate engagement and brand identity by permitting mobile technology enabled marketing campaigns, management of user information and details, easy viewing of transaction dashboards, and management of key accounts at the corporate level.



Solution Details

Cloud -based single integrated solution for all members of the Medybiz ecosystem

On- the-go mobile access to information thus ensuring quick and efficient customer management processes

Centralized standardized data related to customer details, invoicing, orders, billing and inventory

Cloud technology based, efficient customer management and engagement

Enhanced corporate engagement with customers and all levels of business functioning

Business Impact

- Centralized and improved access to critical information related to customers, invoices, orders, inventory and billing
- Cloud technology based solution ensuring **anytime anywhere access** and quicker, more efficient response times
- Mobile access ensures on the go access to customer information, thus increasing process efficiencies

- Improved quality of customer and patient engagement with standard process driven engagement models
- Streamlined and linked the different departments and branches to ensure smooth functioning
- Ensured early detection and resolution of issues with delivery, billing, warehousing
- Improved corporate engagement with customers thereby positively impacting the brand image d Operations

The Future

As Medybiz' business and operations grow, PK4 will work closely with the organization to ensure new pharmacies, contact centers and processes are seamlessly integrated with the Impel CRM solution

About PK4

PK4 Software is the market leader in on-demand CRM solutions for India. Our flagship CRM product - Impel CRM - helps companies put their customers at the center of their business. Impel CRM enables sales executives to spend more time with customers and less on administrative work. Impel CRM helps companies increase revenues and maximize profits by increasing sales productivity, marketing efficiency and service operations. The web based CRM is used by sales, marketing and customer service teams across a variety of industries ranging from SMBs to large enterprises.

Available on the Web, on mobile devices, via SMS and on Android tablets, Impel CRM provides field forces with the largest possible accessibility options.

For more information, please visit our website at www.impelcrm.in. You can also call us at +91-96118-10000 or e-mail us at sales@impelcrm.in.