



Collaborative Care Platform

Wipro Digital Experience Platform

Collaborative care platform – Transforming experience

Current Challenges

- Fragment patient intelligence and experience across stakeholders - pharma, medical device providers, providers, and payers
- Creating awareness on niche diseases new medicines and markets is challenging
- Smart medical devices and remote monitoring devices pour in a lot of data with little insights

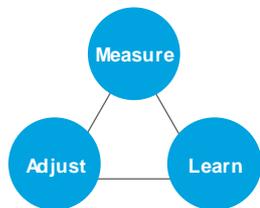


Collaborative Care Platform under **Wipro Digital Experience Platform (DXP)**, is a digital health solution to deliver a superior patient experience from illness to wellness which helps in patient engagement, patient progress tracking, motivating patients through care giver connect, and providing content and services to support patient's adherence, translating into leading a healthy lifestyle.

Delivering Differentiated Experience

- Own the patient experience and help improve brand perception
- Better patient and Healthcare Practitioners engagement
- Gain complete visibility – from patient enrollment to Care @ Home
- Helps Collaborate with medical devices, care givers, and other partners
- Chabot provides guided search, discovery and care giving experience

Key features



Collaborative Care Platform provide long-term commitment which is essential to continuously review, improve and update the patients. Raising awareness that allow patients prescribed with vendor products to improve their adherence, better understanding of their condition, be engaged long-term, to improve their long-term health. Provide content and services to support patients and achieve better outcomes

My Vitals 

My Activities 

Medication 

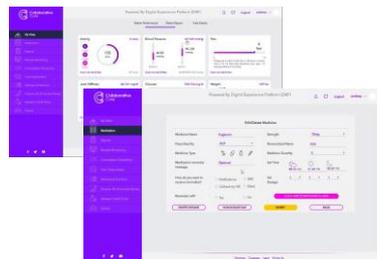
Integrated medical devices 

Scheduling 

KPI 

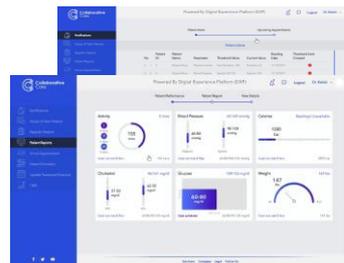
Patients

- Performance against set goals by Physician
- Dosage details prescribed medicine including setting up reminders
- Consultation Scheduling – schedule regular or virtual appointments with Physician
- Learn about disease management & lifestyle modification



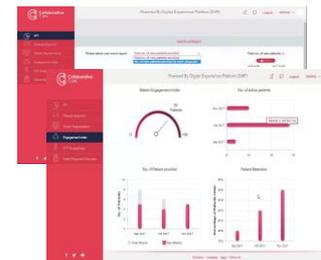
Healthcare professionals

- Upcoming appointment notification
- Access detailed reports for various parameters
- Update treatment schedule

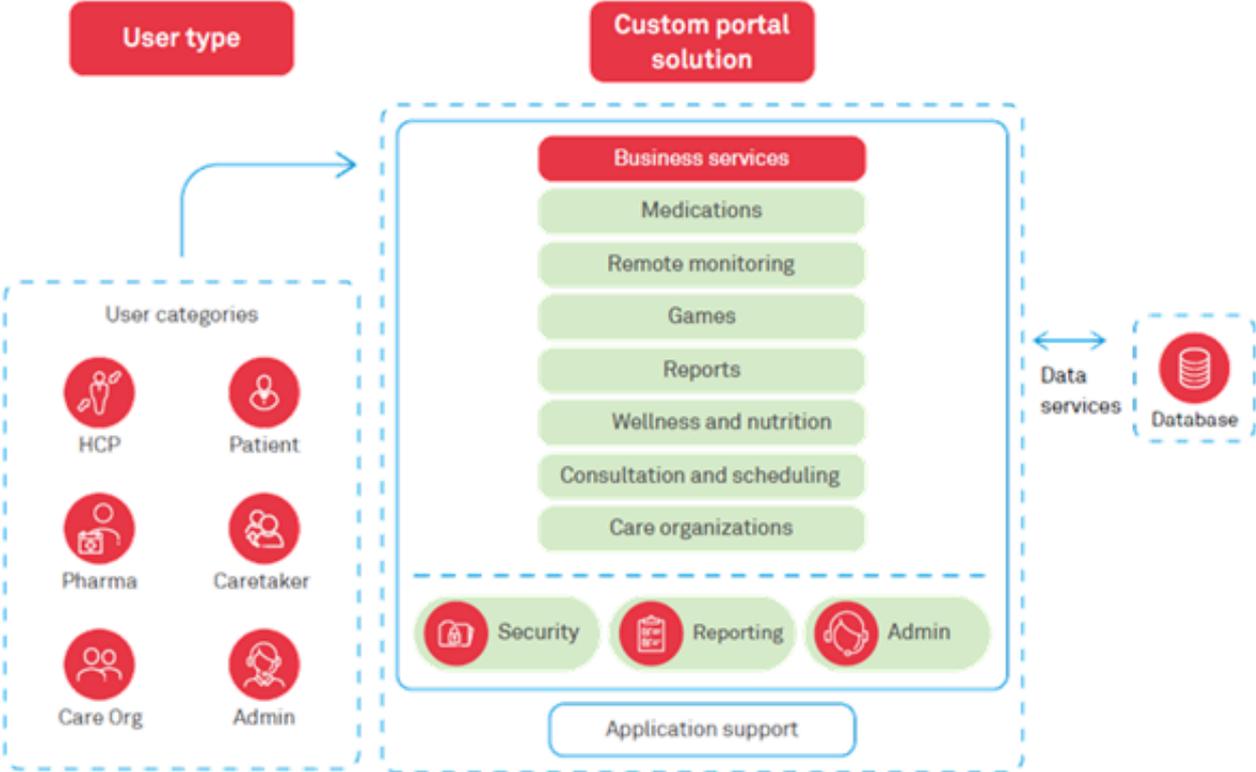


Sponsors

- View KPI's
- View segments of patients identified
- Engagement Index - to analyse patient engagement
- HCP Engagement – to understand how Physicians are performing



Solution Overview



The Personas



Sarah is a diabetes patient and is looking for guidance



Mark is the administrator of CCP



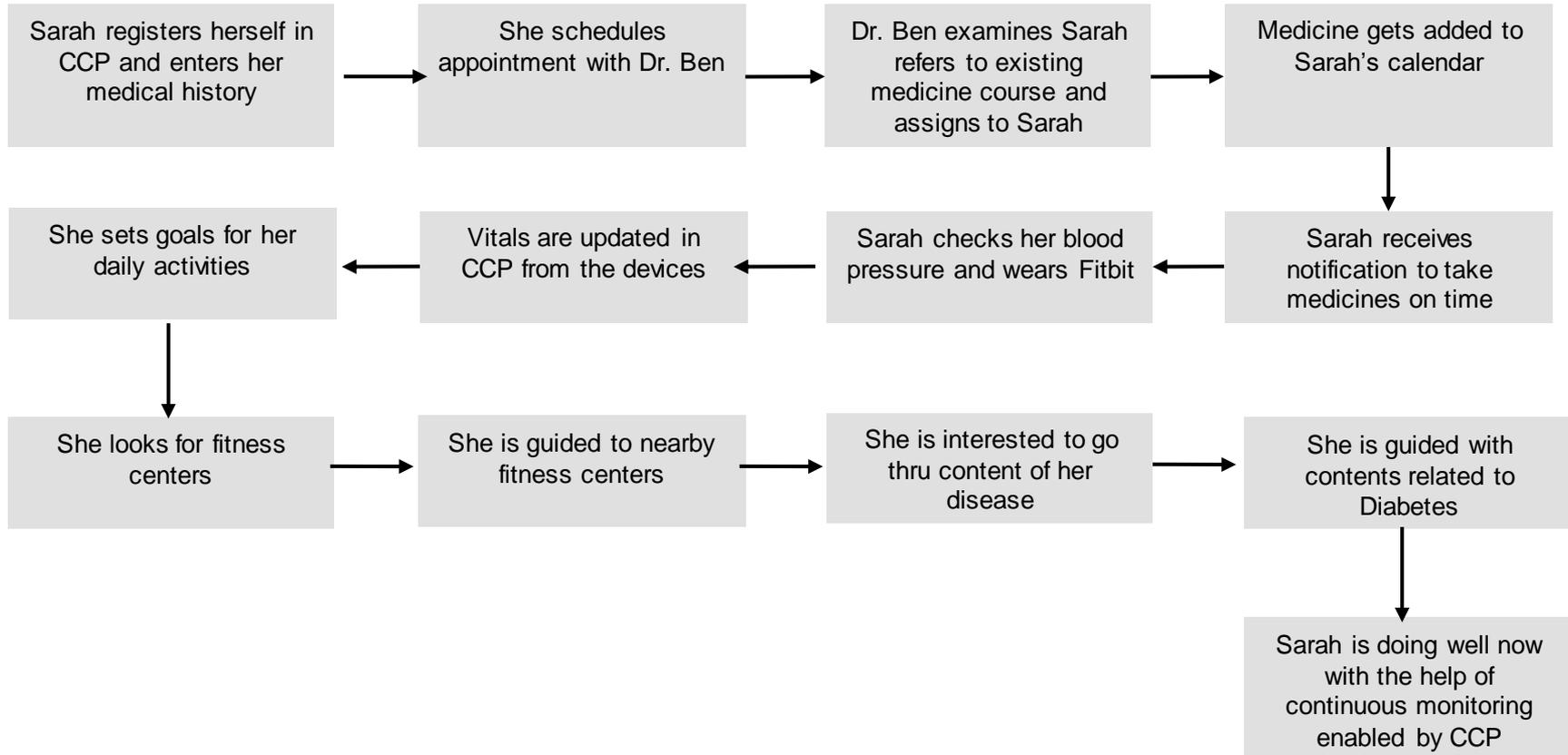
Dr. Ben is a physician

Collaborative Care Platform – Transforming Patient Experience

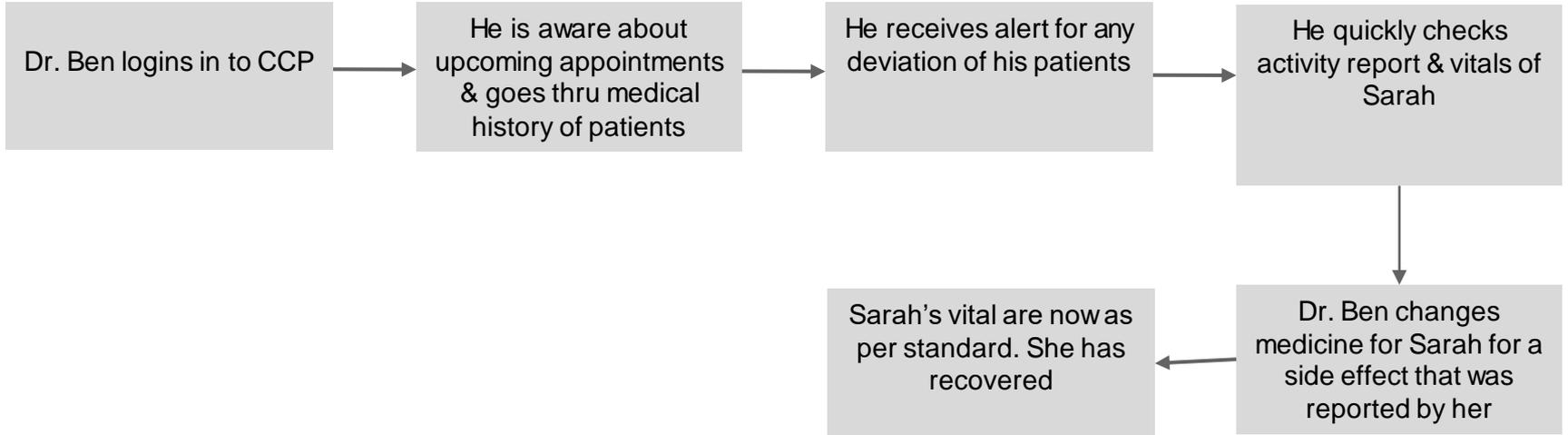
- Fragment patient intelligence and experience across stakeholders - pharma, medical device providers, providers, and payers
- Creating awareness on niche diseases new medicines and markets is challenging
- Smart devices spit a lot of valuable insights but unused

Sophia, sponsor is Sarah's daughter

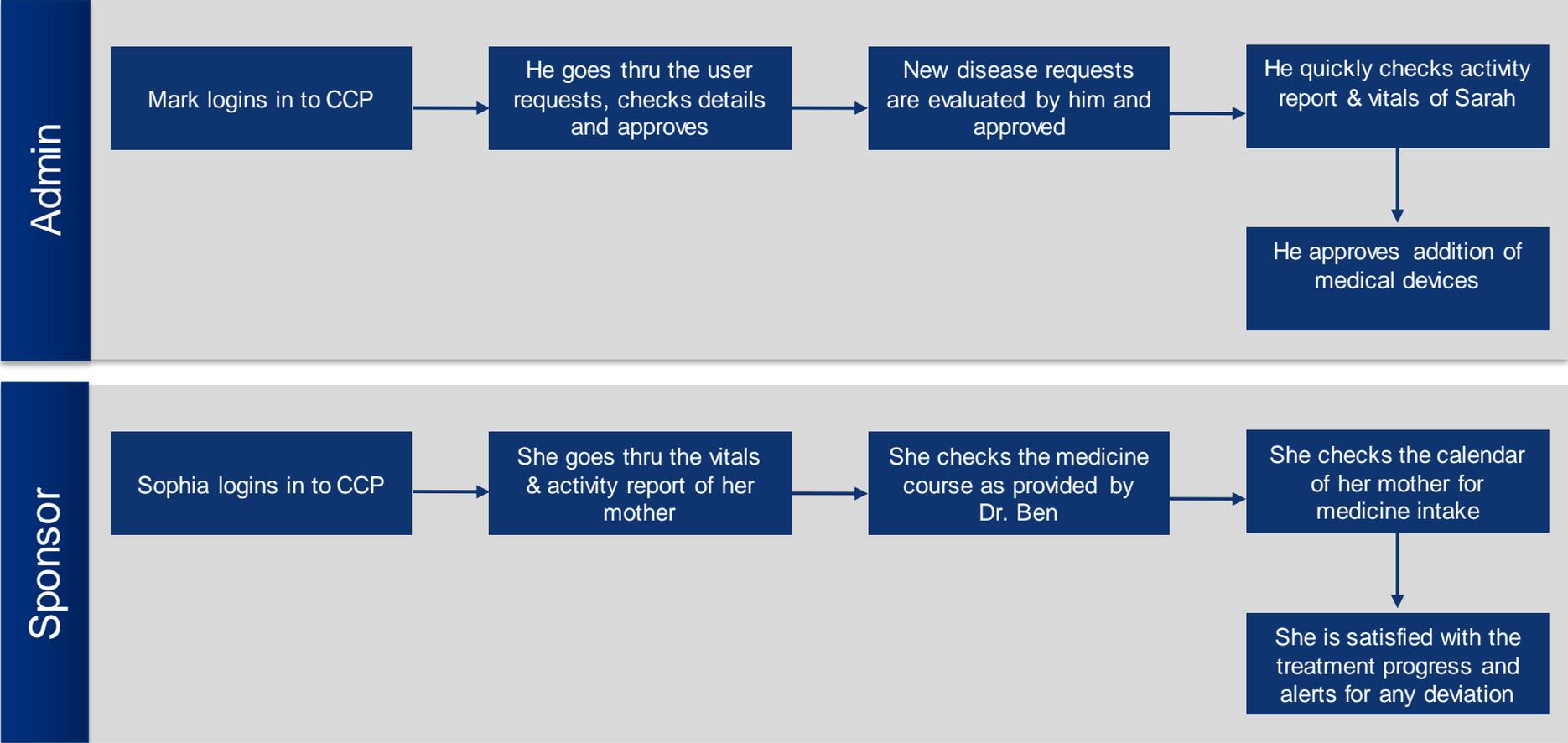
Patient Journey



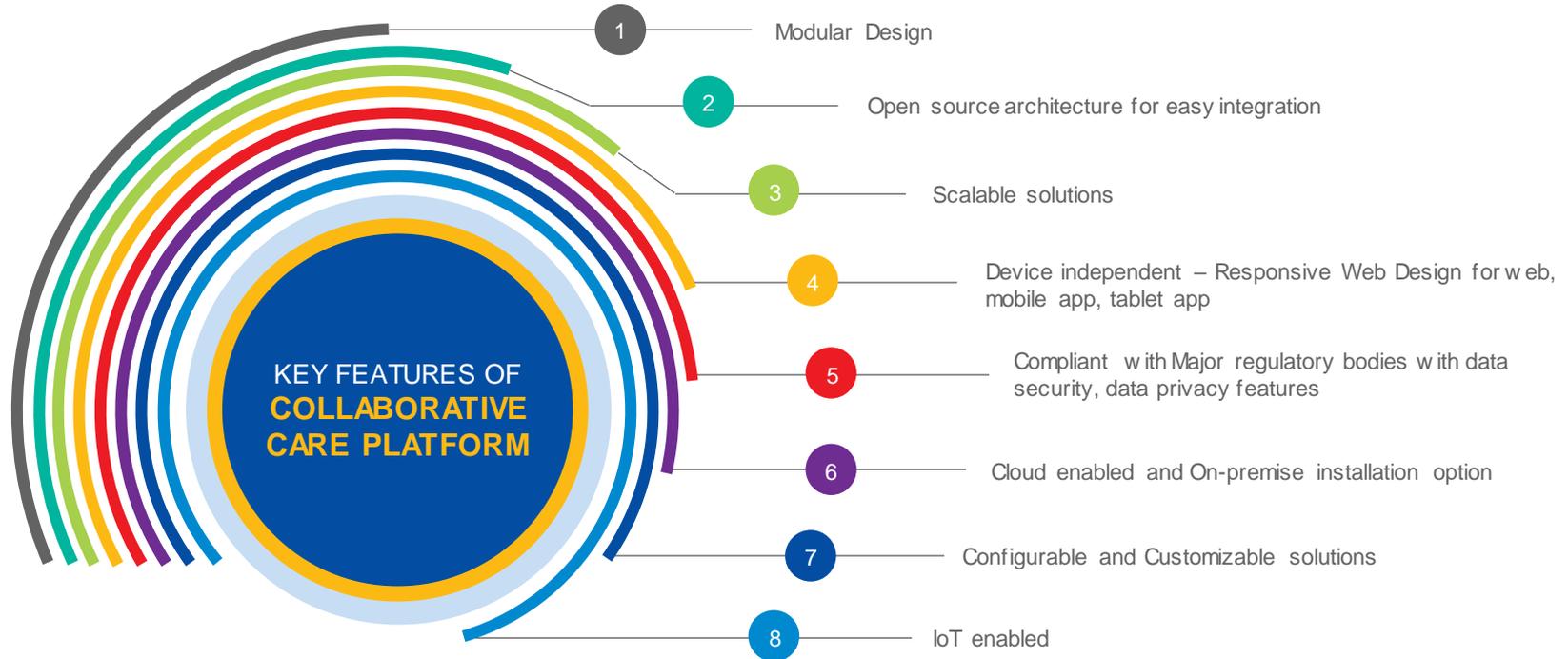
Physician Journey



Admin & Sponsor Journey



Why CCP for Patient Centric Program



Patient Centricity enabling Patient Care

Patient engagement

- Personalized content and notifications
- Multiple touch points to engage patient

Health Monitoring

- Patient reported outcomes
- Remote monitoring through connected devices

Treatment plan adherence

- Adherence tools to remind patient to take medications
- Gamification

HCP Connect

- Appointment and medication refill scheduling and reminders

Educational Resources

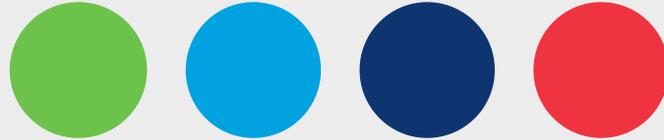
- Resources to help patient understand disease and their health management
- Medication and side effect information

Social and collaborative care

- Social connect and resources
- HCP, Caregiver tools



Solution Snippets



WELCOME TO COLLABORATIVE CARE PLATFORM

GETTING STARTED

FAQS

TAKE A SURVEY



My Vitals



Medication



Reports



Remote
Monitoring



Consulting
Sheduling



Care
Organisation



Disease Info &
Success Stories



wellness &
Nutrition



Redeem
Credit Points



Games

Collaborative Care

- My Vitals
- Medication**
- Reports
- Remote Monitoring
- Consultation Scheduling
- Care Organization
- Wellness & Nutrition
- Disease Info & Success Stories
- Redeem Credit Points
- Games

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Powered By Digital Experience Platform (DXP) Logout Jaideep

Edit/Delete Medicine

Medicine Name	Euglucon	Strength	10mg
Prescribed By	HCP	Personalized Name	N/A
Medicine Type		Medicine Quantity	5
Medication reminder message	Optional	Set Time	08:00 AM 01:00 PM 08:00 PM
How do you want to receive reminders?	<input type="radio"/> Notifications <input type="radio"/> SMS <input type="radio"/> Callback by IVR <input type="radio"/> EMail	Set Dosage	1 1 1
Reminder refill	<input type="radio"/> Yes <input type="radio"/> No	CLICK HERE TO INTEGRATE PHILIBOX	
DELETE DOSAGE		NON DOSAGE DAY	
SUBMIT		BACK	

Solutions Company Legal Follow Us

Collaborative Care

- My Vitals
- Medication
- Reports
- Remote Monitoring**
- Consultation Scheduling
- Care Organization
- Wellness & Nutrition
- Disease Info & Success Stories
- Redeem Credit Points
- Games

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Powered By Digital Experience Platform (DXP) Logout

Heart Rate : 71
RR Rate : 31
Fail Detection : No Fail Detection

RI RA LL C4 CG PEOPLE

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Appointment with Physician/Nurse Virtual Home Physician/Nurse Consultation



Physician Name: DR. Kevin Select Type: Virtual Consultation Regular Appointment
 Select Date: DD / MM / YY
 Contact: Dr: Kevin Email ID: drkevin@ccare.com



KPI



Disease Approval



Patient Segmentation



Engagement Index

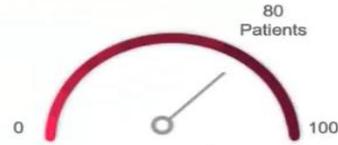


HCP Engagement

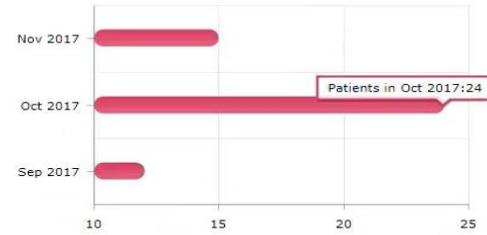


Patient Reported Outcome

Patient Engagement Index



No. of active patients



No. of Patient enrolled



Patient Retention



Collaborative care platform for a leading pharmaceuticals company



Customer Challenges

- Patient experience is fragmented across key stakeholders – pharmaceutical manufacturers, medical device providers, and payers
- Patient enrolment for prescription drugs in clinical trials and commercialization is often left to providers/healthcare professionals
- Smart medical devices and remote monitoring devices pour in a lot of data with little insights



Results

- Patient Acquisition: The solution helped run digital and non-digital campaigns and integrate with hospitals, agencies, pharmacy
- Patient Referred to Hospitals: Wipro's CCP helped in managing patient referrals and schedule appointments with providers
- Patient Experience with Providers: Physician relationship management and IoT platforms for remote monitoring
- Care @ Home: Mobile patient monitoring and treatment, with Telehealth support to answer any patient/ caregiver queries



Benefits Realized

- Client is able to own the patient and patient experience
- Gain complete visibility – from patient enrolment to Care @ Home
- Improves brand perceptions
- Helped client collaborate with medical devices, care givers, and other partners for higher revenue realization
- Drive desirable outcomes in clinical trials/commercialization

Thank You!

